



IGDTUW-Anveshan Foundation

IGDTUW Campus

Kashmere Gate, Delhi-110006

<http://www.anveshanfoundation.org>

Three Months Online Certificate Course on

‘Innovation & Entrepreneurship’

1. Introduction:

Indira Gandhi Delhi Technical University for Women (IGDTUW) has promoted and incorporated a separate Section 8 Company under the Company’s Act 2013 to propagate entrepreneurial culture and ecosystem among women. All kind of facilitation in four phases of complete incubation and venture development cycle i.e. i) Pre-incubation, ii) Incubation, iii) Acceleration and iv) Post-incubation are provided by IGDTUW-Anveshan Foundation. IGDTUW-Anveshan Foundation is funded by the Directorate of Training and Technical Education (DTTE), Government of NCT of Delhi and also recognized by the Department of Science and Technology (DST), Government of India as Technical Business Incubator (TBI).

IGDTUW Anveshan Foundation launches a unique kind of online Course on ‘Innovation & Entrepreneurship’ to educate and facilitate budding entrepreneurs. This Course examines all the necessary domains under ‘Innovation and Entrepreneurship’ including successful start-ups strategies, business models, frameworks, funding etc.

2. Course Objectives:

- To educate and train budding entrepreneurs towards Potential Entrepreneurs.
- To create new enterprises, capturing new markets, new technologies and processes.
- To foster innovation and agility by budding entrepreneurs specially women led initiatives and
- To make participants understand the Indian Entrepreneurial Ecosystem and explaining them the keys for business success.

3. Who Should Attend | Eligibility:

- Anyone active in the entrepreneurial ecosystem/ aspiring entrepreneur/ promoter of a start-up/ facilitator

4. Course Fee:

- Rs. 1500/- (Rs. One Thousand Five Hundred Only)

5. Course Outcomes:

After completion of the Course, the participants would be able to:

- Understand critically Entrepreneur, Entrepreneurship, Innovation and Business Incubation
- Develop Entrepreneurial thinking from cognitive thinking.
- Comprehend the role of bounded rationality, framing, causation and effectuation in entrepreneurial decision making.
- Create a saleable product(s) and/or services as per the requirement of the market.
- Demonstrate an ability to design a business model canvas.
- Evaluate the various sources of raising finance for start-up ventures.
- Understand the fundamentals of developing and presenting business pitching to potential investors.

6. Pedagogy

The teaching pedagogy, assignments and project guidance will be a blend of teaching, learning techniques and heuristic experience including the followings.

Course	Major Heads	Duration	Pedagogy
Three Months Online Course on Innovation & Entrepreneurship	Online Sessions (40 in Number)	Three Months	Online lectures, Case Studies, Group Works and Interactive discussions.
	Assignments (05 in Number)	Along with online sessions	Assignments are to be given and submitted online

*recording of the sessions is not allowed.

7. Evaluation Scheme

After successfully completing the Course individual's performance will be evaluated. Evaluation will be based upon three parameters as mentioned below.

Parameters	Mode	Venue	Maximum Marks
1. Written Examination	Offline/ Online	IGDTUW, Kashmere Gate, Delhi/ Online	60
2. Assignments (05 in number; each of Max. Marks 08)	Online	-	40
Total			100
Minimum Passing Marks			45

8. Certification

Upon successful completion of the Course, participants will be awarded a Certificate of attending the Three Months Course on 'Innovation & Entrepreneurship' by Indira Gandhi Delhi Technical University for Women.

Certificates will be distributed in a felicitation ceremony online/ offline at Indira Gandhi Delhi Technical University for Women, Kashmere Gate, Delhi.

9. Contents and Course Plan

Session Number	Contents
Section A	Innovation in Entrepreneurship and Business Idea Generation
1	Introduction of Entrepreneur and Entrepreneurship
2	Innovation: Key of Entrepreneurship
3	Cognitive, Creative and Entrepreneurial Thinking
4	Innovative Thinking
5	Business Idea Generation
6	Entrepreneurial Ecosystem
Assignment 1	
Section B	Entrepreneurial Mindset and Getting Prepared
7	Design Thinking
8	Lean Start-up
9	Understanding and evaluating market opportunities
10	Complete Road Map of Entrepreneurship
11	How to incorporate a company in India
12	Study of First, Second and Later Movers in the market
Assignment 2	
Section C	Product Development and Integration with Marketing
13	Prototype and Exemplar Model
14	Product Development and Refinement
15	IPR facilities in India
16	How to file a patent in India
17	Innovation in Business Processes
18	Start-up Strategies for sustainability
Assignment 3	
Section D	Functional Areas Strategies for Inclusive Growth
19	Marketing and Supply Chain Management for Startups
20	Human Resource and Financial Management for Start-ups
21	Integration of Functional Areas of Businesses
22	Innovations Centres and Business Incubators in India
23	Bank facilitations and loans structure in India
24	Various Government Schemes for Start-ups
Assignment 4	
Section E	How to Pitch and Bargain with Investors
25	Pitch Deck Format and its Components
26	Term sheet format
27	Project Reports
28	Business Plan
29	Alternate Investment Fund
30	Take away for Start-ups
Assignment 5	
Section F	Project Work and Pitch Deck
31-40	Interactive Sessions to facilitate Pitch Deck preparation for Individuals

10. Key Resource Persons

Resource Persons for conducting the Course would be

- i) Staff Members of IGDTUW Anveshan Foundation, a business incubation centre of Indira Gandhi Delhi Technical University for Women.
- ii) Mentors and Consultants associated and empanelled with IGDTUW Anveshan Foundation and
- iii) Faculty Members of Department of Management Studies, Indira Gandhi Delhi Technical University for Women.

11. Important Dates

Application Link is available online on our website <http://www.anveshanfoundation.org>

Link:- <https://bit.ly/3yVbYzJ>



(SCAN TO REGISTER)

Last date to apply:	16 th August (Monday)
Course Starting Date:	23 rd August (Monday)
Assignment 1 - 5 Submission Date:	to be notified to registered participants
Written Examination Date:	Last Week of November
Result Declaration Date:	By end of December

Registered Participants will get notification/ information before and during the course via email/ WhatsApp group.

12. Bank's Details for Fee Payment

S.N.	Particulars	Details
1	Name & Address of the Beneficiary	IGDTUW Anveshan Foundation
2	Account Number of the Beneficiary	09001000021199
3.	Name & Address of the Bank Branch	Punjab & Sind Bank GGSSIP University, Kashmere Gate Delhi - 110006
4	Fee (Amount to be transferred)	Rs. 1500/-
5	IFSC Code	PSIB0001098

Any queries could be emailed at anveshan@igdtuw.ac.in