



**WADHWANI**  
FOUNDATION

STUDENT CURRICULUM

## THIS CURRICULUM HELPS STUDENTS:

- Understand and **discover** entrepreneurship
- Build a strong foundation for students to **start, build, and grow** a viable and sustainable venture
- Develop an entrepreneurial outlook and **mindset**, critical **skills** and **knowledge**
- Mitigate three types of **risks**: Customer, Business Model, and Product/Technical





**MORE SPECIFICALLY, STUDENTS WILL BE ABLE TO:**





# DEVELOP AN ENTREPRENEURIAL OUTLOOK

1

Mental toughness

2

Embracing uncertainties and surprises

3

Thinking scale

4

Emotional resilience

5

Adaptability quotient



## LEARN CRITICAL SKILLS

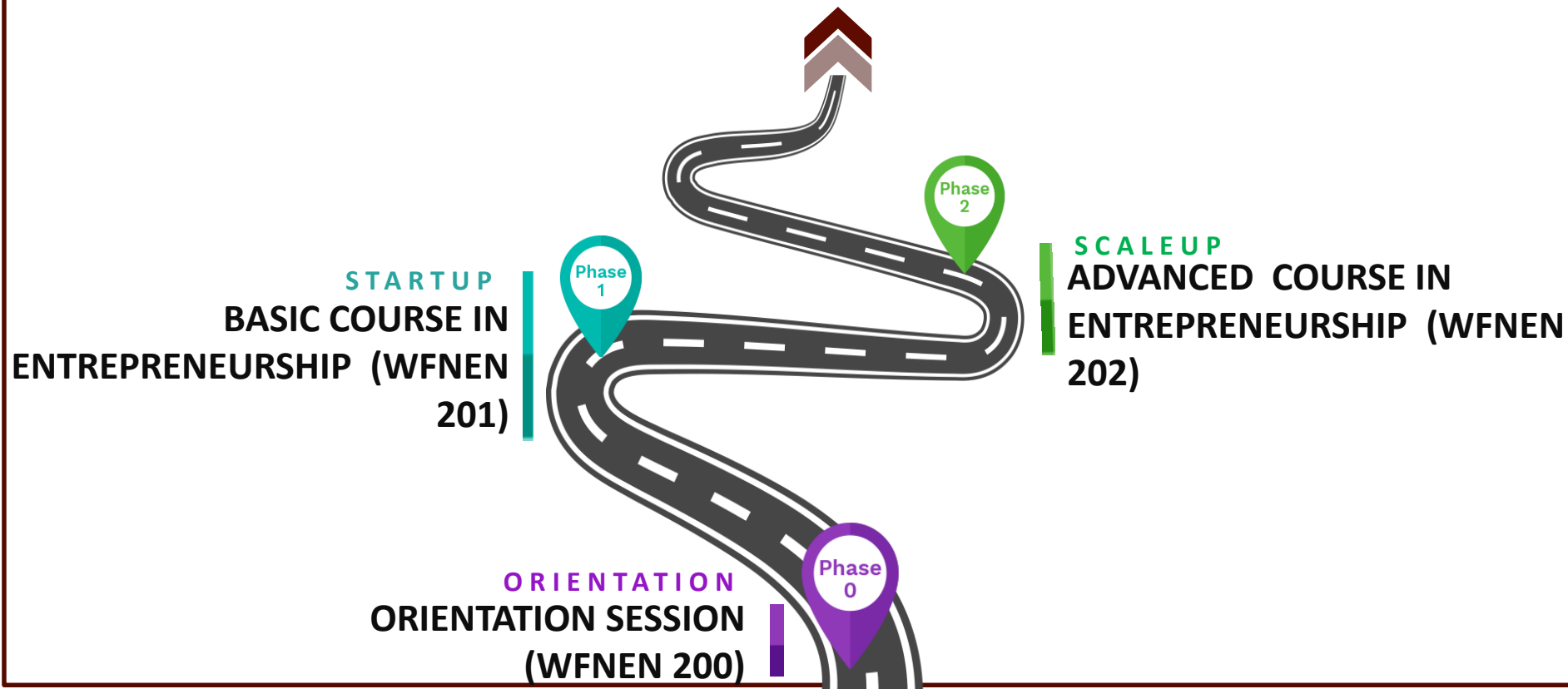
- 1 Design Thinking
- 2 Lean Methodology
- 3 Forming and leading teams
- 4 Pitching and presentation
- 5 Use of new communication and collaborative tools and social channels



## ACQUIRE THE KNOWLEDGE TO:

- 1 Develop a business model from a problem/idea for products and services
- 2 Develop customers, channels, and traction
- 3 Build a marketing and communication strategy
- 4 Build revenue streams, pricing, and cash flow
- 5 Raise capital

LIFETIME SUPPORT FROM WADHWANI NETWORK OF MENTORS, INVESTORS, SERVICE PROVIDERS







## PREREQUISITES

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Only a curious and inquisitive mind!!

## DURATION : 4 HOURS

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## OUTCOMES

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- Join the Basic course
- Join the E-cell

## TOPICS

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- What is Entrepreneurship? A Career Option? Is Entrepreneurship for me? Myths about Entrepreneurship
- What does it take to be an entrepreneur? Life as an Entrepreneur
- How has Entrepreneurship changed the world? Social Entrepreneurship and Wealth Creation
- Wadhvani E-cells; Intro to Basic and Advanced

## COURSE OVERVIEW

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This Orientation session is a perfect window to the world of entrepreneurship for young students.

The course is inspiring and high energy and uses videos and activities. They will also get to experience a typical E-cell Activity, which will illustrate how to think like an entrepreneur.

By the end of the session, students should be inspired to join the E-cell and also register for the Basic Course in Entrepreneurship.





## PREREQUISITES

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Orientation Session

## DURATION: 48 HOURS

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Classroom - Core: 36 contact hours;

Flex: 12 contact hours

*Assignments (done after class) are 25 hours*

## OUTCOMES

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- Milestones: Value Proposition; Business Model; Solution Demo; Business Model Canvas; MVP, Set up Digital Presence
- By Course End: Business Model
- Register for the Advanced Course

## LEARNING METHOD

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- Videos; Class and Outbound Activities; and Assignments
- CAPSTONE PROJECT PRESENTATION – PRESENT YOUR BUSINESS MODEL

## ASSESSMENT

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- End-of-lesson quizzes
- Assignments
- End-of-course Exam
- Capstone Project

## COURSE OVERVIEW

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**“Globally - 90% Startups fail!” - Forbes**

This course is designed for those beginners, who really want to be among the 10% who succeed. This course will help them learn how to build a viable venture. A student will start his/her venture creation journey with identifying the problem that he/she wants to solve and end with building an MVP.

The Business Model represented by the Lean Canvas is the “anchor” in this journey. It is a “one page” format that students can use to capture and track their business model and entrepreneurship journey. The student will experiment and go through the basics of all the 9 blocks of the Lean Canvas. In the process, he/she will build an MVP they can take to market at the end of the course and learn to use the globally proven LEAN methodology.

## PREREQUISITES

Students should have completed the Basic Course in Entrepreneurship or they have a Business Model.

## DURATION: 60 HOURS

Classroom – Core Contact hours: 45 ;  
Flex Contact Hours: 15

*Assignments (done after class) are 30 hours*

## OUTCOMES

- Milestones: Set up Traction Metric and Channels, Decide Branding Strategy, Sales, Ops Plan, Hiring and Technology Plan, Decide Finance Model
- By Course End: Product Market Fit
- Pitch Deck

## LEARNING METHOD

- Videos; Class and Outbound Activities; and Assignments
- CAPSTONE PROJECT PRESENTATION – PITCH YOUR VENTURE

## ASSESSMENT

- End-of-lesson quizzes
- Assignments
- End-of-course Exam
- Capstone Project

## COURSE OVERVIEW

In this course, students will learn about how to achieve product market fit.

They will revisit their business model and look for opportunities for growth in their customer segments, in their channels, and in the other blocks of the Business Model and validate it.

Then they will set their traction goal and chase that during the course. They identify channels, enhance their revenue streams and focus on sales. They will learn to work on their financial model and make a pitch deck.

In this course, they will build their Sales, Ops, Hiring, and Technology Plan.

Potential show stoppers such as Compliances, Legal and Registrations will be covered as well.

## HIGHLIGHTS OF OUR APPROACH

Lean  
Methodology  
and Design  
Thinking

Flipped  
Classroom

Learning by  
“Doing”

“Externalize”  
learning –  
GOOTB; Smart E

Flexible Teaching  
Framework

# TABLE OF CONTENTS (Refer pdf)





## FLEXIBLE TEACHING MODEL: CORE AND FLEX

Faculty / Facilitator / Prof. can plan and augment what they are already doing with students by choosing appropriately from the 2 components:



**CORE**

**75%**

**Approx. 75%** of course duration, comprising Lessons and Assignments, which are foundation and essential learning; it is recommended that they are covered by all colleges.



**FLEX**

**25%**

**Approx. 25%** of course duration, comprising case studies, tools, or assignments, which can be:

- done differently by the faculty by choosing from his/her own repository, or
- left to the student to cover on his/her own.

## MODULAR STRUCTURE

Students can end the Basic course at Business Model or go on to build an MVP and get some early customers. The Modular structure will also the facilitator to make these selections based on the batch and student interest.