



महर्षि दयानंद सरस्वती स्वदेशी कंसोर्टियम

MAHARSHI DAYANAND SARASWATI SWADESHI CONSORTIUM

(A Joint Venture of MDSU and CHARGE)



Model Curriculum

Course Name: Entrepreneurship Development Programme

Course Code: MDSSC/001

Course Duration: 15 Days



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MDSU : -Maharshi Dayanand Saraswati University

CHARGE : - Choyal Hub for Agribusiness, Research, Growth, and Entrepreneurship





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Programme Overview

Entrepreneurship plays a significant role in economic growth, employment generation, innovation, and sustainable development. A strong entrepreneurial ecosystem not only creates successful businesses but also develops self-reliant individuals capable of identifying opportunities, solving problems, and contributing positively to society.

The Entrepreneurship Development Programme (EDP) has been designed to provide aspiring entrepreneurs, students, professionals, and business owners with practical knowledge and entrepreneurial competencies required for establishing and managing successful enterprises. The programme focuses on developing an entrepreneurial mindset while providing participants with a clear understanding of business planning, financial management, marketing, digital technologies, government support systems, and business sustainability.

The programme combines classroom learning with practical activities, case studies, business simulations, interaction with successful entrepreneurs, market exposure, and project-based learning. Participants will gain practical experience in identifying business opportunities, preparing business plans, conducting market surveys, understanding customer needs, and presenting viable business ideas.

Special emphasis has been placed on promoting innovation, rural entrepreneurship, women entrepreneurship, startup development, digital business practices, and the effective use of Artificial Intelligence (AI) tools for business growth.

The curriculum has been developed keeping in view the objectives of skill development, startup promotion, MSME growth, Atmanirbhar Bharat, Make in India, Startup India, Digital India, and Swavalambi Bharat initiatives. It is suitable for higher education institutions, incubation centres, entrepreneurship development institutes, skill development centres, government training programmes, and industry-led entrepreneurship initiatives.

Programme Objectives

The programme aims to:

- Develop entrepreneurial thinking and a positive attitude towards self-employment.
- Enable participants to identify viable business opportunities based on local resources and market demand.
- Build knowledge of business planning, enterprise management, and financial decision-making.
- Familiarize participants with government schemes and institutional support available for entrepreneurs.
- Strengthen communication, leadership, negotiation, and problem-solving abilities.
- Promote innovation, creativity, and responsible business practices.



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- Introduce participants to digital business tools, AI applications, and e-commerce platforms.
- Encourage the establishment of sustainable, socially responsible, and profitable enterprises.
- Support participants in preparing bankable business plans and project reports.
- Create awareness regarding entrepreneurship as a long-term career option.

Programme Outcomes

Upon successful completion of the programme, participants will be able to:

- Understand the concept, importance, and scope of entrepreneurship.
- Recognize entrepreneurial opportunities within different sectors of the economy.
- Generate innovative business ideas and evaluate their commercial feasibility.
- Conduct basic market research and customer analysis.
- Prepare a structured business plan.
- Estimate capital requirements and financial projections.
- Understand costing, pricing, and profitability concepts.
- Apply effective marketing and branding strategies.
- Use digital platforms to promote products and services.
- Utilize Artificial Intelligence tools for business planning, content creation, and productivity.
- Understand the process of business registration and legal compliance.
- Access government support schemes for startups and MSMEs.
- Develop leadership qualities and effective decision-making skills.
- Prepare and present a business pitch before investors or financial institutions.
- Establish and manage small business enterprises using ethical and sustainable business practices.

Training Outcomes

Entrepreneurial Competencies

After completing the programme, participants shall be able to:

- Develop an entrepreneurial mindset.
- Identify business opportunities based on market demand.
- Evaluate the feasibility of business ideas.
- Prepare business models and project reports.
- Estimate financial requirements for starting an enterprise.
- Understand customer behaviour and market dynamics.
- Build sustainable business strategies.
- Manage business risks effectively.
- Demonstrate leadership and teamwork skills.
- Take informed business decisions under changing market conditions.



Business Competencies

Participants will be able to:

- Prepare business plans.
- Conduct market surveys.
- Understand pricing strategies.
- Develop branding and positioning strategies.
- Manage customer relationships.
- Understand inventory and supply chain basics.
- Apply quality management practices.
- Understand taxation and regulatory requirements.
- Maintain basic business records.
- Monitor business performance using simple management tools.

Financial Competencies

Participants will be able to:

- Estimate startup costs.
- Prepare income and expenditure statements.
- Calculate break-even points.
- Understand cash flow management.
- Identify suitable funding sources.
- Prepare loan proposals.
- Understand banking procedures for entrepreneurs.
- Maintain financial discipline.
- Assess business profitability.
- Plan future financial growth.

Digital Competencies

Participants will learn to:

- Use ChatGPT for business planning and content development.
- Use Canva for promotional materials.
- Use Google Gemini for research and idea generation.
- Create digital catalogues.
- Operate WhatsApp Business effectively.
- Use digital payment systems including UPI and QR-based transactions.
- Understand ONDC and e-commerce platforms.
- Create social media campaigns.
- Develop basic online branding strategies.
- Improve customer engagement through digital communication.



Proposed Compulsory Modules

Module	Theory	Practical	Total
Introduction to Entrepreneurship	4	2	6
Entrepreneurial Mindset and Leadership	4	4	8
Business Opportunity Identification	4	4	8
Market Research and Customer Analysis	4	4	8
Business Model and Business Plan Preparation	4	6	10
Financial Planning and Business Finance	5	5	10
Marketing, Branding and Sales	4	6	10
Digital Entrepreneurship and AI Tools	4	6	10
Government Schemes, MSME Registration and Legal Compliance	4	4	8
Business Pitching, Project Presentation and Evaluation	2	8	10

Total Learning Hours: 88 Hours

Unique MDSSC Components

Unlike conventional Entrepreneurship Development Programmes, the MDSSC curriculum integrates entrepreneurship with innovation, technology, sustainability, and practical business exposure. The programme emphasizes learning by doing, enabling participants to develop confidence in planning, launching, and managing enterprises.

Startup Development

Participants will learn:

- Business Opportunity Identification
- Design Thinking for Entrepreneurs
- Business Model Canvas Preparation
- Lean Startup Methodology
- Startup Registration Process
- Product and Service Validation
- Business Plan Development
- Investor Pitch Preparation
- Enterprise Scaling Strategies
- Sustainable Business Practices

Digital Entrepreneurship

Participants will gain practical exposure to:

- Digital Business Models
- E-Commerce Platforms
- Social Media Marketing



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- WhatsApp Business
- Google Business Profile
- Digital Payment Systems
- Online Customer Engagement
- Digital Branding
- Content Marketing
- Online Business Analytics

AI for Entrepreneurs

Participants will learn the practical use of Artificial Intelligence for improving business productivity and decision-making.

Practical Applications

- ChatGPT for business planning and proposal writing
- Google Gemini for idea generation and market research
- Canva AI for designing marketing materials
- AI tools for logo and branding concepts
- AI-assisted customer communication
- AI-powered presentation preparation
- AI for business documentation
- AI tools for productivity and workflow management

Activities

- Preparing business proposals
- Creating advertisements
- Designing social media campaigns
- Writing product descriptions
- Developing customer communication messages
- Preparing presentations
- Preparing funding proposals
- Generating marketing content

Government and Institutional Support

Participants will become familiar with various entrepreneurial support mechanisms including:

- Startup India
- MSME Development Programmes
- PMEGP
- MUDRA Loan Scheme
- Stand-Up India
- Atal Innovation Mission
- District Industries Centre (DIC)
- National Small Industries Corporation (NSIC)
- SIDBI Support Programmes



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- Incubation Centres and Accelerators

Innovation and Sustainability

Participants will understand:

- Green Entrepreneurship
- Circular Economy
- Sustainable Business Models
- Rural Entrepreneurship
- Women Entrepreneurship
- Social Entrepreneurship
- Agripreneurship
- Technology-based Enterprises
- Service-based Enterprises
- Manufacturing Opportunities

Industrial Exposure

Participants shall be exposed to real business environments through educational visits and interactions with entrepreneurs.

Suggested visits include:

- Micro, Small and Medium Enterprises (MSMEs)
- Manufacturing Units
- Startup Incubation Centres
- District Industries Centre (DIC)
- Industrial Areas
- Farmer Producer Organizations (FPOs)
- Successful Local Enterprises
- Retail and Wholesale Markets
- Banks and Financial Institutions
- Entrepreneurship Development Institutes

Participants will interact with entrepreneurs to understand:

- Business establishment process
- Daily operations
- Marketing practices
- Customer management
- Financial challenges
- Innovation strategies
- Growth planning
- Risk management
- Digital transformation
- Lessons from entrepreneurial experiences



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Project Work

Each participant shall prepare one practical entrepreneurial project during the programme.

Option 1

Business Plan for a Manufacturing Enterprise

Option 2

Business Plan for a Service Enterprise

Option 3

Digital Startup Proposal

Option 4

Social Enterprise Project

Option 5

Women Entrepreneurship Business Plan

Option 6

Rural Enterprise Development Proposal

Option 7

Agribusiness Startup Plan

Option 8

Business Expansion Plan for an Existing Enterprise

The project shall include:

- Executive Summary
- Business Opportunity
- Market Analysis
- Customer Identification
- Competitor Analysis
- Marketing Strategy
- Operations Plan
- Human Resource Plan
- Financial Estimates
- Risk Assessment
- Sustainability Plan
- Conclusion



Fifteen-Day Training Schedule

Day	Topic	Practical Activity
Day 1	Introduction to Entrepreneurship	Self-Assessment and Idea Generation
Day 2	Entrepreneurial Mindset	Leadership Activities
Day 3	Business Opportunity Identification	Local Business Survey
Day 4	Creativity and Innovation	Design Thinking Exercise
Day 5	Market Research	Customer Interview Practice
Day 6	Business Model Canvas	Canvas Preparation
Day 7	Business Plan Writing	Draft Business Plan
Day 8	Financial Planning	Costing and Pricing Exercise
Day 9	Banking and Government Schemes	Loan Application Simulation
Day 10	Marketing and Branding	Brand Development Activity
Day 11	Digital Marketing	Social Media Campaign Design
Day 12	AI for Entrepreneurs	Practical AI Tool Applications
Day 13	Industrial Visit	Field Observation Report
Day 14	Business Pitch Preparation	Mock Investor Presentation
Day 15	Final Project Presentation	Evaluation and Feedback

MODULE 1- Introduction to Entrepreneurship

Mapped Area

Entrepreneurship and Startup Development

Terminal Outcomes

At the end of this module, the learner will be able to:

- Explain the concept and meaning of entrepreneurship.
- Understand the importance of entrepreneurship in economic and social development.
- Identify the characteristics of successful entrepreneurs.
- Recognize different forms of entrepreneurial ventures.
- Appreciate entrepreneurship as a career option.
- Identify emerging entrepreneurial opportunities in different sectors.

Theory Duration- 4 Hours

Practical Duration- 2 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the meaning and evolution of entrepreneurship.
- Differentiate between entrepreneur, entrepreneurship, and enterprise.
- Explain the role of entrepreneurs in economic development.



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- Describe the characteristics of successful entrepreneurs.
- Explain different types of entrepreneurs.
- Discuss entrepreneurship opportunities in India.
- Understand the role of startups in employment generation.
- Explain innovation and creativity in entrepreneurship.
- Discuss challenges faced by entrepreneurs.
- Explain the importance of ethics and social responsibility in business.
- Understand the entrepreneurial ecosystem in India.
- Explain the contribution of MSMEs to the national economy.
- Discuss current trends in entrepreneurship.
- Explain entrepreneurship opportunities in manufacturing, services, agriculture, tourism, healthcare, education, digital business, and creative industries.

Practical – Key Learning Outcomes

The learner should be able to:

- Assess personal entrepreneurial strengths and areas for development.
- Identify business opportunities in the local area.
- Observe successful businesses and analyze their practices.
- Prepare a simple business opportunity report.
- Participate in group discussions on entrepreneurial success stories.
- Present innovative business ideas before peers.
- Conduct a basic SWOT analysis of a business idea.
- Identify local market needs and customer problems.
- Document observations from entrepreneurial case studies.
- Prepare a personal entrepreneurial development plan.

Classroom Aids

- Whiteboard
- Marker
- LCD Projector
- Laptop
- PowerPoint Presentations
- Entrepreneurship Case Studies
- Videos of Successful Entrepreneurs
- Charts and Posters
- Business Model Canvas Templates
- Flip Charts

Tools, Equipment and Other Requirements

- Computer System
- Internet Connectivity



- Stationery Kit
- Business Idea Worksheets
- Market Survey Formats
- SWOT Analysis Templates
- Business Newspapers
- Government Scheme Brochures
- Startup Case Study Booklets

MODULE 2- Entrepreneurial Mindset and Leadership

Mapped Area:

Entrepreneurial Competencies and Leadership Development

Terminal Outcomes

The learner will be able to:

- Develop a positive entrepreneurial mindset.
- Understand the qualities and responsibilities of an entrepreneur.
- Build leadership and decision-making skills.
- Improve communication and interpersonal abilities.
- Manage time and resources effectively.
- Develop confidence to lead teams and manage business challenges.

Theory Duration- 4 Hours

Practical Duration- 4 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the concept of an entrepreneurial mindset.
- Identify the qualities of successful entrepreneurs.
- Describe the role of leadership in business growth.
- Explain different leadership styles and their applications.
- Understand self-motivation and goal setting.
- Discuss the importance of discipline and commitment in entrepreneurship.
- Explain decision-making techniques used in business.
- Describe problem-solving methods.
- Explain effective communication skills.
- Discuss negotiation and persuasion techniques.
- Understand conflict management in business.
- Explain teamwork and team building.
- Describe emotional intelligence and its role in leadership.
- Explain stress management techniques for entrepreneurs.
- Discuss ethical leadership and responsible business conduct.



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- Understand the importance of continuous learning and self-improvement.

Practical – Key Learning Outcomes

The learner should be able to:

- Assess personal leadership qualities.
- Participate in leadership development activities.
- Practice effective communication through presentations.
- Participate in team-building exercises.
- Solve business-related case studies.
- Conduct role plays on negotiation and customer handling.
- Prepare personal goal-setting plans.
- Demonstrate decision-making through simulated business situations.
- Practice time management exercises.
- Present solutions for common entrepreneurial challenges.

Classroom Aids

- Whiteboard
- LCD Projector
- Leadership Videos
- Case Studies
- Flip Charts
- PowerPoint Presentations
- Personality Assessment Forms
- Group Activity Sheets

Tools, Equipment and Other Requirements

- Computer System
- Internet Connectivity
- Leadership Assessment Questionnaire
- Team Activity Materials
- Goal Setting Worksheets
- Communication Exercise Sheets
- Case Study Booklets

MODULE 3- Business Opportunity Identification

Mapped Area:

Business Opportunity Analysis and Innovation

Terminal Outcomes

The learner will be able to:

- Identify business opportunities based on market demand.



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- Evaluate business ideas using practical parameters.
- Recognize emerging sectors with entrepreneurial potential.
- Understand customer problems and market gaps.
- Generate innovative business concepts.
- Select feasible business opportunities for enterprise development.

Theory Duration- 4 Hours

Practical Duration- 4 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the concept of business opportunity.
- Differentiate between an idea and a business opportunity.
- Identify sources of business ideas.
- Explain innovation in entrepreneurship.
- Discuss market trends and changing customer preferences.
- Explain problem-solving as a source of entrepreneurship.
- Describe methods for identifying business opportunities.
- Explain opportunity evaluation techniques.
- Discuss rural and urban business opportunities.
- Identify opportunities in agriculture, manufacturing and services.
- Explain digital business opportunities.
- Describe opportunities in tourism, education, healthcare and creative industries.
- Understand environmental and green business opportunities.
- Explain social entrepreneurship opportunities.
- Describe women entrepreneurship opportunities.
- Discuss emerging opportunities in Artificial Intelligence and technology-based businesses.

Practical – Key Learning Outcomes

The learner should be able to:

- Generate multiple business ideas.
- Conduct local opportunity mapping.
- Prepare a business opportunity matrix.
- Observe market trends through field visits.
- Conduct customer need identification exercises.
- Prepare problem-solution statements.
- Evaluate business ideas using simple feasibility criteria.
- Identify competitors operating in the selected market.
- Present business opportunity reports.
- Select one business idea for further project development.



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Classroom Aids

- Whiteboard
- Projector
- PowerPoint Presentations
- Business Opportunity Charts
- Industry Reports
- Innovation Videos
- Entrepreneur Success Stories
- Market Survey Formats

Tools, Equipment and Other Requirements

- Computer System
- Internet Facility
- Market Survey Questionnaire
- Opportunity Evaluation Format
- SWOT Analysis Templates
- Business Newspapers
- Government Industry Reports
- Business Idea Worksheets

Suggested Practical Activities

Participants should undertake the following activities during this module:

- Conduct a survey of at least ten local businesses.
- Identify five unmet customer needs within their locality.
- Brainstorm innovative solutions for identified problems.
- Prepare a list of twenty potential business ideas.
- Shortlist three ideas based on market demand, investment requirements, and personal interest.
- Present the shortlisted ideas before the class for discussion and feedback.
- Visit a nearby market or business cluster to observe existing enterprises and identify business gaps.
- Prepare a one-page feasibility note for the selected business idea.

Mini Assignment

Each participant shall prepare a brief report covering:

1. Business idea selected.
2. Problem being addressed.
3. Target customers.
4. Existing competitors.
5. Proposed solution.



6. Estimated investment.
7. Expected market potential.
8. Personal motivation for selecting the idea.

MODULE 4- Market Research and Customer Analysis

Mapped Area:

Market Intelligence and Customer Development

Terminal Outcomes

The learner will be able to:

- Understand the importance of market research before starting a business.
- Identify target customers and market segments.
- Collect and interpret market information.
- Analyse competitors and industry trends.
- Estimate market demand for products and services.
- Use research findings for business planning and decision-making.

Theory Duration- 4 Hours

Practical Duration- 4 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the concept and objectives of market research.
- Describe the importance of market research in entrepreneurship.
- Differentiate between primary and secondary research.
- Explain various methods of collecting market information.
- Understand customer behaviour and purchasing patterns.
- Explain market segmentation based on demographic, geographic, behavioural and psychographic factors.
- Identify target customers for different types of businesses.
- Explain competitor analysis and benchmarking.
- Understand demand forecasting.
- Explain product positioning and market positioning.
- Describe customer satisfaction and customer retention.
- Explain pricing behaviour in competitive markets.
- Understand changing consumer trends.
- Explain the use of digital platforms for market research.
- Discuss ethical considerations while collecting market information.

Practical – Key Learning Outcomes

The learner should be able to:



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- Prepare a market survey questionnaire.
- Conduct interviews with potential customers.
- Collect information from local markets.
- Analyse customer preferences.
- Identify major competitors.
- Compare products, prices and services offered by competitors.
- Prepare a simple market research report.
- Estimate market demand for the selected business idea.
- Present research findings before the class.
- Recommend improvements based on customer feedback.

Classroom Aids

- Whiteboard
- LCD Projector
- Laptop
- PowerPoint Presentations
- Market Survey Formats
- Sample Questionnaires
- Case Studies
- Industry Reports

Tools, Equipment and Other Requirements

- Computer System
- Internet Connectivity
- Survey Forms
- Mobile Phone or Tablet
- Spreadsheet Software
- Business Directories
- Government Reports
- Flip Charts

Suggested Practical Activities

Participants shall:

- Conduct a survey of at least twenty potential customers.
- Visit a local market to observe buying behaviour.
- Compare pricing strategies of five competitors.
- Identify customer expectations and common complaints.
- Prepare a customer profile for the selected business.
- Analyse market demand using collected data.
- Present findings through charts and graphs.
- Recommend suitable marketing strategies based on research.



Mini Assignment

Prepare a Market Research Report containing:

- Introduction
- Objectives of the survey
- Research methodology
- Customer profile
- Competitor analysis
- Survey findings
- Market opportunities
- Challenges
- Recommendations
- Conclusion

MODULE 5- Business Model and Business Plan Preparation

Mapped Area:

Business Planning and Enterprise Development

Terminal Outcomes

The learner will be able to:

- Understand different business models.
- Prepare a Business Model Canvas.
- Develop a practical business plan.
- Estimate investment requirements.
- Plan business operations.
- Prepare financial projections.
- Present a business proposal to investors and financial institutions.

Theory Duration- 4 Hours

Practical Duration- 6 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the concept of a business model.
- Understand the components of the Business Model Canvas.
- Explain value proposition.
- Identify customer segments.
- Explain customer relationships.
- Describe distribution channels.
- Explain revenue streams.
- Understand cost structure.



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- Explain key resources.
- Describe key business activities.
- Identify strategic partnerships.
- Explain business planning principles.
- Describe the structure of a business plan.
- Understand operational planning.
- Explain risk management in business.
- Describe growth and expansion strategies.
- Understand business sustainability.
- Explain monitoring and evaluation of business performance.

Practical – Key Learning Outcomes

The learner should be able to:

- Prepare a Business Model Canvas.
- Develop a value proposition for the selected business.
- Identify customer segments.
- Estimate startup investment.
- Prepare operational workflow.
- Develop a marketing strategy.
- Estimate expected revenue.
- Calculate approximate operating expenses.
- Prepare a one-year financial projection.
- Develop a complete business plan.
- Present the business plan before a review panel.

Classroom Aids

- Whiteboard
- Business Model Canvas Templates
- Projector
- Laptop
- Sample Business Plans
- Startup Case Studies
- Business Planning Software
- Flip Charts

Tools, Equipment and Other Requirements

- Computer System
- Internet Facility
- Business Planning Templates
- Financial Calculator
- Spreadsheet Software



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- Printer
- Stationery
- Project Report Formats

Business Plan Format

Each participant shall prepare a business plan covering:

1. Executive Summary
2. Business Background
3. Vision and Mission
4. Business Objectives
5. Product or Service Description
6. Industry Overview
7. Market Analysis
8. Customer Analysis
9. Competitor Analysis
10. Marketing Strategy
11. Operational Plan
12. Human Resource Plan
13. Legal Requirements
14. Financial Plan
15. Risk Assessment
16. Sustainability Strategy
17. Implementation Timeline
18. Expected Outcomes
19. Conclusion

Suggested Practical Activities

Participants shall:

- Prepare a Business Model Canvas.
- Prepare a Lean Startup Canvas.
- Estimate startup costs.
- Develop a pricing strategy.
- Prepare a break-even analysis.
- Identify funding requirements.
- Present the business model before peers.
- Revise the business plan based on feedback.
- Prepare an investor-ready executive summary.

Mini Assignment

Develop a complete business plan for your selected enterprise including:

- Business overview



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- Product or service details
- Market research summary
- Business model
- Marketing strategy
- Operations plan
- Financial estimates
- Risk management
- Implementation schedule

Case Study Discussion

Participants should analyse one successful Indian entrepreneur (for example, Verghese Kurien, N. R. Narayana Murthy, Kiran Mazumdar-Shaw, Sridhar Vembu, Falguni Nayar, or Ghanshyam Das Birla) and identify:

- How the business idea originated
- Key challenges faced
- Strategies adopted for growth
- Leadership qualities demonstrated
- Lessons applicable to new entrepreneurs

MODULE 6- Financial Planning and Business Finance

Mapped Area:

Business Finance and Financial Management

Terminal Outcomes

The learner will be able to:

- Understand the financial requirements of a new enterprise.
- Estimate the cost of starting and operating a business.
- Prepare basic financial statements and projections.
- Identify suitable sources of finance for different types of enterprises.
- Understand banking procedures and financial discipline.
- Apply simple financial tools for decision-making.

Theory Duration- 5 Hours

Practical Duration- 5 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the importance of financial planning in business.
- Identify fixed and working capital requirements.
- Differentiate between capital expenditure and operational expenditure.
- Explain the concepts of cost, revenue and profit.



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- Describe pricing methods and profitability analysis.
- Explain break-even analysis and its significance.
- Understand cash flow management.
- Describe budgeting and financial forecasting.
- Identify sources of finance such as personal savings, bank loans, venture capital, angel investors and government schemes.
- Explain the basics of bookkeeping and record maintenance.
- Understand banking procedures for entrepreneurs.
- Explain financial risks and methods to manage them.

Practical – Key Learning Outcomes

The learner should be able to:

- Estimate startup investment.
- Prepare a simple cost sheet.
- Calculate selling price and expected profit.
- Prepare monthly cash flow statements.
- Estimate working capital requirements.
- Develop a basic financial projection.
- Complete a sample loan application.
- Present a financial summary for a business proposal.

Classroom Aids

- Whiteboard
- Financial Planning Templates
- Calculator
- Laptop
- Projector
- Sample Financial Statements
- Costing Worksheets

Tools, Equipment and Other Requirements

- Computer System
- Spreadsheet Software
- Calculator
- Financial Planning Formats
- Business Plan Templates
- Internet Connectivity

MODULE 7- Marketing, Branding and Sales

Mapped Area:

Marketing and Customer Relationship Management



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MAHARSHI DAYANAND SARASWATI SWADESHI CONSORTIUM

(A Joint Venture of MDSU and CHARGE)

Terminal Outcomes

The learner will be able to:

- Develop effective marketing strategies.
- Build a strong business brand.
- Understand customer acquisition and retention.
- Apply sales techniques for business growth.
- Plan promotional activities using traditional and digital platforms.

Theory Duration- 4 Hours

Practical Duration- 6 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the concept of marketing.
- Understand the marketing mix (Product, Price, Place and Promotion).
- Describe branding and brand identity.
- Explain customer relationship management.
- Understand consumer buying behaviour.
- Explain sales techniques.
- Describe advertising and promotional methods.
- Explain digital marketing concepts.
- Understand public relations and business networking.
- Explain customer feedback and complaint handling.

Practical – Key Learning Outcomes

The learner should be able to:

- Design a business logo and brand identity.
- Prepare promotional materials.
- Develop a simple marketing strategy.
- Conduct sales presentations.
- Prepare a social media marketing plan.
- Create customer engagement activities.
- Present branding ideas for the selected business.

Classroom Aids

- Projector
- Marketing Case Studies
- Branding Samples
- Whiteboard
- Videos



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- Flip Charts

Tools, Equipment and Other Requirements

- Computer
- Internet
- Graphic Design Software
- Smartphone
- Social Media Platforms
- Presentation Templates

MODULE 8- Digital Entrepreneurship and AI Tools

Mapped Area:

Digital Business and Technology Applications

Terminal Outcomes

The learner will be able to:

- Understand digital business opportunities.
- Use Artificial Intelligence tools for business productivity.
- Develop an online business presence.
- Create digital marketing campaigns.
- Apply e-commerce concepts for business expansion.

Theory Duration- 4 Hours

Practical Duration- 6 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain digital entrepreneurship.
- Understand online business models.
- Describe Artificial Intelligence applications in business.
- Explain e-commerce platforms.
- Understand digital payment systems.
- Explain social media marketing.
- Describe search engine optimization basics.
- Understand online customer engagement.
- Explain cyber security awareness.
- Discuss ethical use of Artificial Intelligence in business.

Practical – Key Learning Outcomes

The learner should be able to:

- Prepare AI-assisted business content.



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- Design promotional posters.
- Create business presentations.
- Develop social media posts.
- Prepare product catalogues.
- Create digital business profiles.
- Demonstrate digital payment methods.
- Develop an online promotional strategy.

Classroom Aids

- Computer Laboratory
- Projector
- Internet Connectivity
- AI Demonstration Videos
- Digital Marketing Templates

Tools, Equipment and Other Requirements

- Computer System
- Internet
- AI-based Productivity Tools
- Graphic Design Software
- Smartphone
- Digital Marketing Platforms

MODULE 9- Government Schemes, MSME Registration and Legal Compliance

Mapped Area:

Enterprise Registration and Regulatory Compliance

Terminal Outcomes

The learner will be able to:

- Understand legal requirements for starting a business.
- Identify suitable government support schemes.
- Understand enterprise registration procedures.
- Maintain statutory compliance.
- Access institutional support for entrepreneurs.

Theory Duration- 4 Hours

Practical Duration- 4 Hours

Theory – Key Learning Outcomes

The learner should be able to:



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- Explain the importance of legal compliance.
- Describe the process of enterprise registration.
- Understand Udyam Registration.
- Explain PAN, GST and basic taxation requirements.
- Describe intellectual property rights.
- Explain licensing and permissions.
- Understand labour and environmental compliance.
- Explain government support schemes.
- Describe financial assistance programmes.
- Understand institutional support mechanisms.

Practical – Key Learning Outcomes

The learner should be able to:

- Complete sample registration forms.
- Identify applicable government schemes.
- Prepare compliance checklists.
- Develop documentation for enterprise registration.
- Visit online government portals.
- Prepare a registration roadmap for the selected business.

MODULE 10- Business Pitching, Project Presentation and Evaluation

Mapped Area:

Business Communication and Enterprise Presentation

Terminal Outcomes

The learner will be able to:

- Prepare a professional business presentation.
- Communicate business ideas effectively.
- Respond confidently to questions from investors and stakeholders.
- Present a complete business proposal.
- Demonstrate entrepreneurial confidence.

Theory Duration- 2 Hours

Practical Duration- 8 Hours

Theory – Key Learning Outcomes

The learner should be able to:

- Explain the purpose of business pitching.
- Understand presentation structure.
- Describe communication techniques.
- Explain investor expectations.



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- Understand evaluation criteria.
- Discuss presentation ethics.

Practical – Key Learning Outcomes

The learner should be able to:

- Prepare a professional presentation.
- Deliver an elevator pitch.
- Present a complete business plan.
- Respond to panel questions.
- Demonstrate communication and leadership skills.
- Improve presentation based on feedback.

Assessment Pattern

Component	Weightage
Attendance and Participation	10%
Assignments	15%
Practical Activities	20%
Market Survey Report	10%
Business Plan	25%
Final Presentation and Viva	20%

Certification Requirements

Participants shall be awarded a Certificate of Completion upon:

- Minimum **80% attendance**.
- Submission of all assignments and practical activities.
- Successful completion of the market survey.
- Submission of an approved business plan.
- Participation in the final business presentation.
- Satisfactory performance in the overall evaluation.

Teaching Methodology

To ensure an engaging and practice-oriented learning experience, the programme should adopt a variety of instructional methods, including:

- Interactive lectures
- Group discussions
- Brainstorming sessions
- Business simulations
- Case study analysis
- Role plays
- Guest lectures by entrepreneurs



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- Industrial visits
- Team projects
- Market surveys
- Practical demonstrations
- Business plan workshops
- AI tool demonstrations
- Peer learning and presentations

Suggested Reading and Reference Material

Books

- Drucker, P. F. *Innovation and Entrepreneurship*.
- Hisrich, R., Peters, M., & Shepherd, D. *Entrepreneurship*.
- Kuratko, D. F. *Entrepreneurship: Theory, Process and Practice*.
- Barringer, B. R. *Preparing Effective Business Plans*.
- Gupta, C. B., & Srinivasan, N. P. *Entrepreneurial Development*.

Government Publications

- Ministry of Micro, Small and Medium Enterprises (MSME) Guidelines
- Startup India Handbook
- National Skill Development Corporation (NSDC) Resources
- District Industries Centre (DIC) Publications
- Reserve Bank of India (RBI) Financial Literacy Material
- Small Industries Development Bank of India (SIDBI) Publications
- National Institute for Entrepreneurship and Small Business Development (NIESBUD) Training Material

Programme Conclusion

The Entrepreneurship Development Programme is intended to equip participants with the knowledge, skills, confidence, and practical exposure necessary to establish and manage successful enterprises. By combining entrepreneurial theory with practical application, industry interaction, digital tools, and business planning, the programme encourages innovation, self-employment, and responsible enterprise creation. Participants completing the programme will be better prepared to identify opportunities, develop sustainable business models, access institutional support, and contribute to local economic development and employment generation.



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MDSSC

Maharshi Dayanand Saraswati
Swadeshi Consortium



ABOUT US

Maharshi Dayanand Saraswati University, Ajmer proposes the establishment of the Maharshi Dayanand Saraswati Swadeshi Consortium as a multidisciplinary and collaborative institutional ecosystem dedicated to innovation-driven education, Bharatiya research traditions, startup culture, skill development, and sustainable national development rooted in Indian ethos.

The Consortium shall be the first and the only initiative of its kind in the State and among a select few in the country integrating innovation, incubation, research, entrepreneurship, indigenous knowledge systems, and community engagement under a unified institutional framework.



MDSU



Welcome to **Maharshi Dayanand Saraswati University**
Located in the historic city of **Ajmer, Rajasthan, Maharshi Dayanand Saraswati University (MDSU)** is a distinguished centre of higher learning that blends academic excellence with India's rich intellectual and Vedic heritage. Inspired by the life and teachings of Maharshi Dayanand Saraswati, the University promotes knowledge, ethical values, innovation, research, and social responsibility, empowering students to contribute meaningfully to society and national development. With a focus on quality education and holistic development, MDSU provides an environment where students can explore their potential, develop professional skills, and prepare for future opportunities.



CHARGE



CHARGE – Choyal Hub for Agribusiness, Research, Growth & Entrepreneurship – is a hub focused on agribusiness, skill development, innovation, and entrepreneurship. Established as CSMT, CHARGE now offers technical training, certified courses, research, incubation, and business support. A CSR initiative of **R.S. Choyal Group**, CHARGE works on a no-profit, no-loss basis to connect education, industry, and entrepreneurship. We aim to empower young entrepreneurs and industry professionals with practical knowledge and real-world opportunities. Through hands-on learning and industry exposure, CHARGE supports the growth of a skilled and innovative agribusiness ecosystem.

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