SYLLABUS FOR BOARD OF STUDIES ADOPTION — generated from the live catalogue record

Business Plan Development and Investor Pitch

X-M5 · 2 days (configurable 1–5 days) · Management · Innovation & Enterprise · Years: 2nd, 3rd, PG

CONTENTS

Catalogue X-M5 · version 1 · generated 2026-08-24

OVERVIEW

Students turn a venture idea into a costed business plan and a pitch investors will hear out.

Entrepreneurship and incubation are priorities on every campus; a costed plan and a credible pitch are the deliverables that unlock funding and placement into startups.

HOURS AND CREDIT POSITION

Contact hours: 16 Guided project: 4 Self-study: 0 Notional total: 20

Credit claim: 0.5

20 notional hours ÷ 30 hours per credit (NSQF track, UGC Micro-credentials Guidelines §5.3.3) = 0.67 credits, claimed as 0.5 (rounded down to the nearest half credit — never more than the hours support).

COURSE OUTCOMES

CO1. Develop a business model canvas for a venture idea (K3)
CO2. Estimate market size and unit economics (K3)
CO3. Build a costed business plan (K3)
CO4. Construct an investor pitch deck (K3)
CO5. Defend a venture pitch under investor questioning (K5)

COURSE CONTENT — MODULES

Hours shown are the recommended format; module time scales proportionally when the engagement runs 1–5 days.

Module 1 — From idea to model (4h recommended)
Theory: Problem, solution, the business model canvas
Lab: Build a business model canvas
Output: Model canvas

Module 2 — Market and financials (4h recommended)
Theory: Sizing, unit economics, projections
Lab: Size a market and its economics
Output: Market and economics

Module 3 — The business plan (4h recommended)
Theory: Structure, go-to-market, risks
Lab: Draft a costed business plan
Output: Business plan

Module 4 — The pitch (4h recommended)
Theory: Pitch deck, storytelling, investor questions
Lab: Build and rehearse a pitch
Output: Pitch deck

ASSESSMENT SCHEME (100 MARKS)

Continuous exercises — 40 marks
Case project — 40 marks
Presentation & defence — 20 marks

CO–PO MAPPING

CO1 !’ PO3 (strength 2)
The model canvas is solution design.

CO2 !’ PO2 (strength 2)
Market sizing is quantitative analysis.

CO3 !’ PO3 (strength 2)
The business plan is a developed solution.

CO4 !’ PO10 (strength 2)
The pitch deck is professional communication.

CO5 !’ PO10 (strength 2)
Defending the pitch is communication under questioning.

EVERY PARTICIPANT RECEIVES

- Certificate of completion
- Course material
- LMS access
- Interview question bank
- Mock interview & viva practice
- Optional nasscom NSQF assessment (priced per candidate on your quotation)

FEE

¹1,500 per student, incl. GST
Excludes the optional nasscom assessment where offered. Final pricing on your college's quotation.

DESIGNED BY

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