KURELA COGNISIVE

DELIVERING PARTNER
KLOUD COURSE ACADEMY
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SYLLABUS FOR BOARD OF STUDIES ADOPTION — generated from the live catalogue record

Entrepreneurship and Startup Fundamentals

C-11 · 2 days (configurable 1–5 days) · Informatics · Innovation & Enterprise · Years: 2nd, 3rd, PG

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OVERVIEW

Business model canvas, unit economics, customer discovery, and a pitch to a panel including a real founder.

Your Incubation Centre and your BBA in Entrepreneurship Development already do this work — the workshop gives every other branch a route into it.

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. Construct a business model canvas for a proposed venture (K3)
CO2. Calculate unit economics and the break-even point for the venture (K3)
CO3. Conduct customer-discovery interviews and classify the evidence they produce (K4)
CO4. Deliver an investor pitch stating the problem, model and ask (K3)
CO5. Evaluate a peer venture's canvas for its riskiest assumption (K5)

COURSE CONTENT — MODULES

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

Module 1 — The business model canvas (4h recommended)
Theory: Value proposition, segments, channels, revenue and cost structure
Lab: Canvas a real local business, then your own idea
Output: Two completed canvases

Module 2 — Unit economics (4h recommended)
Theory: Price, cost, contribution, break-even, simple projections
Lab: Model the economics of the team's idea
Output: Unit-economics sheet

Module 3 — Customer discovery (4h recommended)
Theory: Problem interviews, listening for evidence, pivot signals
Lab: Conduct five discovery conversations
Output: Discovery evidence log

Module 4 — The investor pitch (4h recommended)
Theory: Narrative, traction, the ask; pitching to a real founder
Lab: Pitch to a panel including a practising founder
Output: Delivered pitch deck

ASSESSMENT SCHEME (100 MARKS)

Canvas + unit economics — 40 marks
Discovery evidence log — 30 marks
Investor pitch — 30 marks

CO–PO MAPPING

CO1 !’ PO2 (strength 2)
The canvas is structured business analysis.

CO2 !’ PO1 (strength 2)
Numbers make the idea honest.

CO3 !’ PO10 (strength 2)
Discovery interviews are evidence-gathering conversations.

CO4 !’ PO10 (strength 2)
The pitch is entrepreneurship's core communication act.

CO5 !' PO12 (strength 2)
Spotting risky assumptions is the entrepreneurial habit.

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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