

Entrepreneurship (6 Credits in each semester)

Learning outcomes of Entrepreneurship track in the 2nd Year of PG Programmes are as follows:

Semester III (6 Credits) Milestones				
Week (Tentative)	Topic	Deliverable	Activities	Mentor Checkpoint
1-2	Idea Generation and Validation	Submission of at least two potential startup ideas.	Conduct market research to validate the viability of each idea.	Review and feedback on the initial ideas.
3-4	Finalizing the Business Idea	Selection of the final business idea based on research and mentor feedback.	Develop a preliminary business model canvas.	Approval of the final business idea.
5-6	Market Research and Customer Discovery	Detailed market research report and customer discovery interviews.	Identify target market, customer segments, and key competitors.	Presentation of market research findings.
7-14	Prototype Development/Minimum Viable Product (MVP) and Business Model Refinement	Development of a prototype or MVP. Refined business model canvas including value proposition, customer segments, and revenue streams.	Design and build a basic version of the product or service. Test and iterate the business model based on prototype/MVP feedback.	Prototype/MVP review and feedback.

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11-12	Financial and Legal Planning	Initial financial plan including cost structure, pricing strategy, and funding requirements.	Prepare a basic financial plan, including a budget and revenue forecast; review IPR potential	Financial plan and IPR review.
13-14	Pitch Preparation	Development of a pitch deck summarizing the business idea, market opportunity, prototype, and financials.	Create and refine a presentation for potential investors or stakeholders.	Practice pitch session with feedback.
15-16	Final Presentation and Review	Final pitch presentation to a panel of mentors, faculty, and possibly industry experts.	Deliver a polished pitch, receive feedback, and make final adjustments.	Final assessment and grading based on the pitch and overall progress throughout the semester.