

Co-Curricular Syllabus

Entrepreneurship, Startup & Innovation Club (ESI), VJTI — Academic Year 2026-27

Programme Name	[To be assigned by the Academic Section]
Course Code	[To be assigned by the Academic Section]
Course Title	Entrepreneurship, Startup and Innovation
Prerequisites	None (Open to all First-Year students, all branches)

Course Outcomes:

On completion of this Course, the student should be able to –

1. Construct and stress-test a Business Model Canvas for a real-world, campus-relevant problem, with a justified Customer Segment selection.
2. Develop a Value Proposition Canvas that demonstrates Problem-Solution Fit between a customer's jobs, pains and gains and the proposed offering.
3. Design, deliver, and iteratively refine an investor-ready startup pitch deck — including TAM/SAM/SOM market sizing — and defend it under adversarial investor-style questioning.
4. Apply go-to-market, product-market-fit, positioning and branding frameworks to define and communicate a defensible market position for a venture.
5. Articulate personal and team entrepreneurial motivation using established motivation theories, in support of founder resilience and conviction in delivery.

Syllabus

1. Business Model Canvas (5 Hours)	Introduction to the 9 Building Blocks of the Business Model Canvas (BMC); BMC versus the traditional business plan — when and why BMC wins; live reconstruction of a familiar startup's canvas. Workshop: teams build a physical BMC for their own campus-relevant problem, apply a “cross out 3 blocks” robustness stress-test, and exchange canvases for structured peer review.
2. Value Proposition Canvas (5 Hours)	The Value Proposition Canvas (VPC) as a zoom-in on the BMC's Value Proposition block: Customer Profile (Jobs, Pains, Gains) and Value Map (Pain Relievers, Gain Creators); the Fit concept and achieving Problem-Solution Fit. Workshop: peer-roleplay customer interviews, fit-mapping, and a skeptical-customer stress test in which teams defend their value proposition.
3. Startup Pitch Deck (5 Hours)	Anatomy of an investor pitch deck — Problem, Solution, Market Size (TAM/SAM/SOM), Product, Business Model, Traction, Competition, Team, and Ask; narrative arc versus slide-dump; guided TAM/SAM/SOM estimation. Teams draft a deck from their BMC/VPC outputs, pitch in timed peer rounds, and receive facilitator feedback through an investor lens (including, subject to availability, a teardown by a founder or VC analyst). A revision sprint and adversarial pitch round — where a panel of peers plays skeptical investors and must ask hard questions on market size, business model or differentiation — culminates in a polished, defensible deck.
4. Product, Market and Branding (5 Hours)	This topic combines core product, marketing and branding frameworks so that students can validate what they are building, decide who to sell it to and how to reach them, and present it under a coherent identity. Marketing Fundamentals and Go-to-Market Strategy: Push vs. pull vs. growth marketing; understanding the customer through ICPs, segments and personas; the marketing funnel (awareness → conversion → retention); positioning and messaging; channels — organic, paid, social, community and referral; introductory metrics (CAC, LTV, ROAS, MQLs). Building a GTM motion (sales-led vs. product-led vs. community-led); choosing a beachhead market; distribution partnerships; cold outreach, content and earned media as GTM levers; pricing as a GTM decision (freemium, subscription, usage-based); startup GTM case studies (e.g. Notion, Zepto, Razorpay). Product Development, Product-Market Fit and Iteration: What a product is and what is actually being built; Product-Market Fit (PMF) — definition, signals and measurement; discovery through user research and problem interviews (pain vs. gain); the development cycle (MVP → feedback → iterate); prioritisation frameworks (RICE, MoSCoW, impact vs. effort); recognising when to pivot and when to persist. Positioning and Branding: Positioning frameworks, including the 2x2 competitive map; branding fundamentals — brand identity vs. brand image; a branding sprint covering name, tagline, brand adjectives and a visual mood board; personal branding for founders (LinkedIn, X,

	Substack) and online presence as social proof when fundraising. Workshop: teams plot their venture against real competitors on a positioning map, run a branding sprint, and revise their pitch deck's Competition, Solution and GTM slides using the positioning and channel decisions made in this module.
5.	Motivation Theory (5 Hours) Maslow's Hierarchy of Needs (brief overview); Herzberg's Two-Factor Theory (Hygiene and Motivators); Self-Determination Theory (Autonomy, Mastery and Purpose) as the primary lens; the founder resilience curve and why persistence narratives matter. Workshop: a private Self-Determination Theory self-reflection exercise, a team "Why Statement" exercise, and a final full pitch rehearsal that ties motivation theory to delivery energy and conviction.
<i>(5 Topics × 5 Hours = 30 Contact Hours total)</i> <i>(RULE: Number of COs = Number of Topics — satisfied: 5 Course Outcomes correspond to the 5 topics above.)</i>	
Recommended Reading	
1.	Alexander Osterwalder & Yves Pigneur , Business Model Generation, John Wiley & Sons
2.	Alexander Osterwalder, Yves Pigneur, Gregory Bernarda & Alan Smith , Value Proposition Design, John Wiley & Sons
3.	Eric Ries , The Lean Startup, Crown Business
4.	NPTEL (IIT Roorkee) , "Innovation, Business Models and Entrepreneurship" — https://nptel.ac.in/courses/110107094
5.	NPTEL (IIT Bombay) , "Business Fundamentals for Entrepreneurs" — https://onlinecourses.nptel.ac.in/noc25_mg13/preview
<i>(Books, and online videos from NPTEL / any Govt websites, Universities, etc. NO Private websites used.)</i>	