

COURSE OUTLINE

AICTE Evaluated Entrepreneurship Awareness Program

Offered by Turnip Innovations | AICTE-Evaluated (NEAT Program)

A 1-Credit Value-Added / Skill-Enhancement Course
Aligned with NEP 2020, NCrF, NAAC & NBA Frameworks

Prepared by

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1. Course Identification

Field	Details
Course Title	Entrepreneurship Awareness Program
Course Code	(To be assigned by adopting institute)
Credits	1 Credit (30 contact hours including self-study, assignments & assessment)
Duration	16 Days (content delivery) + 2 Days (e-book review & final assessment)
NEP Course Category	Value Added Course (VAC) / Skill Enhancement Course (SEC) / Multi-Disciplinary Course (MDC) / Open Elective
Delivery Mode	Online — asynchronous (daily email-based modules with AI-assisted learning)
Pre-requisites	None
Target Learners	UG/PG students across all disciplines, Faculty, Professionals
Course Author	Dr. Rahul Kapoor — Founder, Turnip Innovations; Adjunct Professor (Entrepreneurship)

2. Course Description

This course provides a structured, practical introduction to entrepreneurship and the startup ecosystem. It covers the journey from entrepreneurial mindset development through idea validation, product development, marketing strategy, fundraising, and venture formation.

The course uses real-world case studies, AI-powered adaptive quizzes, and an AI chatbot for personalised doubt resolution within each module. It is designed for learners with no prior business experience and emphasises applied, industry-relevant entrepreneurial thinking.

3. Course Objectives

Upon adoption, this course aims to:

- Develop an understanding of the entrepreneurial mindset, traits, and motivations required to launch a venture.
- Equip learners with frameworks for identifying, validating, and sizing market opportunities.
- Build competence in lean product development, go-to-market strategy, and customer acquisition techniques.
- Introduce the fundamentals of startup financing, team building, and company formation in the Indian context.

4. Lesson Plan (18 Days)

The course is delivered as 18 daily lessons spanning 16 days of structured content, 1 day of consolidated revision, and 1 day of summative assessment. Each lesson is delivered asynchronously by email and supported by AI-assisted learning tools.

Lesson	What's in This Lesson	Pedagogy	Resources
Lesson 1 Day 1 Entrepreneurial Mindset	Core entrepreneurial traits (resilience, risk tolerance, vision, opportunity orientation).	Reading + introduction assignment	Email lesson + response to instructor
Lesson 2 Day 2 Why Start a Startup? (Part 1)	Societal and economic role of startups.	Reflective reading + Godrej case study	Email lesson · Open question for reflection
Lesson 3 Day 3 Why Start a Startup? (Part 2)	Starting up motivations (financial, autonomy, fame, impact); importance of problem solving for startups.	Reflective reading + Learn with AI	Email lesson · Access to TurnipAI for lesson quiz and case study
Lesson 4 Day 4 Finding & Evaluating Startup Ideas	Idea generation methods; frameworks for identifying good startup problems to solve	Reflective reading + Learn with AI	Paul Graham Essay: Schlep Blindness · TurnipAI Quiz and Chatbot Access
Lesson 5 Day 5 Validating Startup Ideas	7 frameworks for identifying the strength of startup ideas	Reflective reading + Learn with AI	Email lesson with real examples · Access to TurnipAI
Lesson 6 Day 6 Market Research: TAM, SAM & SOM	Concept of market size and its impact on startup success. Formula to compute TAM - Total Addressable Market	Reflective reading + Turnip's TAM calculator tool with own idea	Email lesson · Turnip's TAM calculator AI Tool · Nithin Kamath TAM framework for India
Lesson 7 Day 7 Building a Minimum Viable Product (MVP)	What MVP is and what MVP is not. Characteristics and importance of MVPs in startups.	Reflective reading + Using Design Thinking Canvas with own idea	Email lesson · Design Thinking Canvas Prototyping Tool · Access to TurnipAI
Lesson 8 Day 8 Revision and Review	Rest day to complete previous exercises.	Reflective reading	Paul Graham essay · Do Things that Don't Scale

Lesson	What's in This Lesson	Pedagogy	Resources
Lesson 9 Day 9 The Sales Funnel	Lifecycle of a sale. Stages of the funnel during the sales process.	Reflective reading + AIDA assignment	Email lesson · Quiz on TurnipAI Platform
Lesson 10 Day 10 AIDA Model of Marketing	Funnel stages: awareness, interest, decision, action; conversion metrics; funnel-optimisation tactics	Reflective reading + self driven TurnipAI access	Email lesson · Quiz on TurnipAI Platform
Lesson 11 Day 11 Go to Market (GTM)	Learn the 3 stages of a GTM strategy. Understand importance of channels and partners in building distribution	Reflective reading + Using Turnip's GTM Builder Tool	Email lesson · Access to TurnipAI Platform for lesson quiz, case study and chatbot.
Lesson 12 Day 12 Product-Market Fit (PMF)	What is PMF? Indications of Product-Market Fit. Strategies to achieve PMF.	Reflective reading + self driven TurnipAI access	Email lesson · Access to TurnipAI Platform · Product Management Course access
Lesson 13 Day 13 Team Building (Part 1)	Dynamics of starting with co-founders. Equity sharing fundamentals in early stages.	Reflective reading + Using Turnip's Equity Split Calculator	Email lesson · Access to TurnipAI Platform · Equity Split Calculator Tool
Lesson 14 Day 14 Team Building (Part 2)	Hiring early employees and dynamics of startup team building. Writing good job descriptions.	Reflective reading + Writing JD based on guidelines.	Email lesson · Access to TurnipAI Platform · Sample job description
Lesson 15 Day 15 Raising investment	Fundamentals of startup fundraising, sources of funds, taxonomy and pitch deck making.	Reflective reading + Self assignment	Email lesson · Access to TurnipAI Platform · Ways of valuing startups
Lesson 16 Day 16 Forming a Company in India	Legal structures (Sole Prop, LLP, OPC, Pvt Ltd); ROC registration; tax basics; DPIIT recognition.	Reflective reading + Self practice with TurnipAI platform	Email lesson · Access to TurnipAI Platform for lesson quiz, case study and chatbot.
Lesson 17 Day 17 · Revision Course E-book Review & Consolidation	Course ebook access. Holistic review across all lessons; consolidated key frameworks; targeted Q&A.	Self-paced revision + AI chatbot Q&A	Course e-book · AI Chatbot

Lesson	What's in This Lesson	Pedagogy	Resources
Lesson 18 Day 18 · Assessment Final Graded Quiz	Comprehensive summative assessment across all COs/EPOs; minimum 50% required to qualify for certification.	Summative quiz, max 3 attempts	Quiz platform · Certificate on successful completion

5. Course Outcomes (COs)

Upon successful completion of this course, the learner will be able to:

CO	Statement	Bloom's Level
CO1	Identify key entrepreneurial traits and evaluate personal readiness for entrepreneurial ventures.	L1 (Remember) / L5 (Evaluate)
CO2	Analyse market opportunities using TAM/SAM/SOM frameworks and assess the viability of startup ideas.	L4 (Analyse) / L5 (Evaluate)
CO3	Design a Minimum Viable Product strategy and apply Product-Market Fit frameworks to validate a business concept.	L6 (Create) / L3 (Apply)
CO4	Develop a Go-to-Market plan by applying the Sales Funnel and AIDA model for customer acquisition.	L6 (Create) / L3 (Apply)
CO5	Evaluate different funding options and formulate a strategy for team building and venture formation in the Indian startup ecosystem.	L5 (Evaluate) / L6 (Create)
CO6	Use AI-powered tools (adaptive quizzes, chatbot) to support self-directed entrepreneurial learning and problem-solving.	L3 (Apply)

6. Program Outcomes (POs) & CO-PO Mapping

This course defines its own set of Entrepreneurship Program Outcomes (EPOs) — discipline-agnostic outcomes derived from international entrepreneurship education frameworks (BYU, Edinburgh, Oslo, Lake Forest, ECU) and aligned with NBA accreditation conventions. Adopting institutes may use these directly, map them to their own existing program outcomes, or repackage them as Programme Specific Outcomes (PSOs).

Entrepreneurship Program Outcomes (EPOs)

EPO	Statement	Bloom's Level
EPO1	Entrepreneurial Mindset & Readiness — Demonstrate understanding of entrepreneurial traits, motivations, and risk-reward dynamics; differentiate entrepreneurial from managerial thinking; evaluate personal readiness for venture creation.	L2 / L5
EPO2	Opportunity Identification & Market Analysis — Apply structured frameworks (TAM/SAM/SOM, market research, competitor analysis) to identify, size, and qualify market opportunities.	L3 / L4
EPO3	Product Development & Validation — Design, build, and iterate Minimum Viable Products using lean startup methodology and Product-Market Fit frameworks to validate business concepts under uncertainty.	L3 / L6
EPO4	Marketing & Customer Acquisition — Develop go-to-market strategies and apply sales funnel and AIDA principles to acquire and retain customers across digital and offline channels.	L3 / L6
EPO5	Venture Financing & Resource Mobilisation — Evaluate funding options (bootstrapping, angels, VCs, grants, government schemes) and formulate stage-appropriate fundraising strategies.	L4 / L5
EPO6	Team, Leadership & Venture Formation — Build founding teams, design organisational culture, and navigate legal/regulatory structures for company formation in the Indian context.	L3 / L6
EPO7	Communication & Stakeholder Engagement — Communicate ideas, value propositions, and venture plans effectively to customers, investors, team members, and partners through written, oral, and visual media.	L3
EPO8	Ethical, Social & Sustainable Practice — Integrate ethical reasoning, social responsibility, and sustainability considerations into entrepreneurial decisions and venture design.	L4 / L5
EPO9	Innovation, Critical Thinking & Problem-Solving — Apply creative problem-solving, design thinking, and analytical reasoning to address ambiguous, unstructured business challenges.	L4 / L6
EPO10	Self-Directed & Lifelong Learning — Use AI-powered tools, peer networks, and contemporary resources to engage in continuous learning; adapt to evolving entrepreneurial contexts and emerging technologies.	L3

CO–EPO Mapping Matrix

Correlation: 3 = High, 2 = Medium, 1 = Low, – = No correlation.

CO	EPO1	EPO2	EPO3	EPO4	EPO5	EPO6	EPO7	EPO8	EPO9	EPO10
CO1	3	–	–	–	–	1	1	2	2	1
CO2	1	3	2	1	–	–	1	1	3	1
CO3	1	2	3	2	–	–	2	1	3	1
CO4	–	2	2	3	–	1	3	1	2	1
CO5	1	–	–	–	3	3	2	2	1	1
CO6	1	1	1	1	1	–	1	–	2	3
Avg	1.4	2.0	2.0	1.75	2.0	1.67	1.67	1.4	2.17	1.33

Design Rationale

- EPO1–EPO6 mirror the structure of the five course modules plus venture formation, enabling clean direct mapping of module-level assessments.
- EPO7–EPO10 capture transferable competencies (communication, ethics, innovation, lifelong learning) that are developed across modules through case studies, AI-assisted reflections, and self-directed work.
- The framework sits intentionally between NBA Management's 5-PO model (too sparse for a venture-creation course) and NBA Engineering's 12-PO model (too engineering-flavoured), giving a balanced 10-outcome structure.
- Highest coverage is on EPO9 (Innovation & Critical Thinking, Avg 2.17) — appropriate for an entrepreneurship course; lowest is EPO10 (Lifelong Learning, Avg 1.33), as this competency is typically cultivated across an entire program rather than a single course.

Adoption Patterns for Institutes

- **Pattern A — Direct Adoption:** Use EPOs as-is and apply the CO-EPO matrix for attainment computation. Cleanest path; works well for autonomous institutes, skill universities, and non-engineering disciplines.
- **Pattern B — Bridged Mapping:** Retain the institute's existing PO list and map each EPO to one or more institutional POs. Produces a two-layer mapping (CO → EPO → institutional PO) and preserves accreditation continuity.
- **Pattern C — Use as PSOs:** For management programs that already have 5 POs, repackage the EPOs as a richer set of Programme Specific Outcomes for an Entrepreneurship/Innovation specialisation.

7. Teaching-Learning Methodology

Method	Description	NEP / Accreditation Alignment
Asynchronous Micro-Lessons	Daily email-delivered structured content modules	Flexible learning, ICT-enabled delivery (NAAC Criterion II)
Real-World Case Studies	Industry case studies embedded in every module	Experiential learning, higher-order thinking (NBA Criterion 3)
AI-Powered Adaptive Quizzes	Module-wise AI quizzes that adapt to learner performance	Continuous formative assessment, personalised learning (NEP 2020)
AI Chatbot (Per Module)	On-demand doubt resolution and concept exploration	Technology-enhanced learning, student support (NAAC Criterion II)
Course E-Book	Consolidated reference material for revision	Self-directed learning resource
Self-Evaluated Assignments	Reflective assignments for applied learning	Indirect assessment tool, metacognitive development

8. Assessment Structure

Component	Type	Weightage	CO Mapping	Bloom's Level
AI Quizzes & Case Study Reflections (Module-wise)	Formative / Continuous Self Assessment	0%	CO1–CO6	L1–L4
Final Graded Quiz (Day 18)	Final assessment / End-Semester Equivalent	100%	CO1–CO5	L1–L5

Assessment Notes for Adopting Institutes

- All AI quiz questions are tagged to specific COs and Bloom's levels, enabling automated CO attainment computation.
- The final quiz requires a minimum 50% score for certification (qualifying threshold).
- Institutes may configure the AI quiz and final quiz weightage ratio to align with their own CIA:ESE split (e.g., 40:60 or 50:50).
- Course-end survey (indirect assessment) template is available for institutes to deploy for indirect CO attainment measurement.

9. Credit Framework Alignment (NCrF)

Parameter	Value
Total Notional Learning Hours	30 hours
Credit Value	1 Credit (as per NCrF: 1 credit = 30 hours)
Contact / Engagement Hours	~16 hours (daily content + AI chatbot interaction)
Self-Study & Assignment Hours	~10 hours
Assessment Hours	~4 hours (AI quizzes + final graded quiz)
ABC Compatibility	Certificate metadata includes course code, credit value, hours, and CO attainment — ready for ABC portal upload by adopting HEI

10. NEP 2020 Compliance Mapping

NEP Thrust Area	How This Course Addresses It
Multidisciplinary Education	Course is discipline-agnostic; adoptable across Engineering, Management, Science, Arts, and Law programs
Skill Development & Employability	Directly builds entrepreneurial and business skills mapped to industry needs
Technology-Enabled Learning	AI quizzes, AI chatbot, digital delivery — fully ICT-enabled
Flexibility & Multiple Entry-Exit	Modular design allows adoption as 1-credit VAC/SEC; certificate issued at course completion
Experiential & Outcome-Based Learning	Case studies, applied frameworks, OBE-compliant COs with Bloom's tagging
Innovation & Entrepreneurship	Core course objective; aligns with NEP's vision of fostering startup culture in HEIs
Indian Knowledge & Context	Company formation module covers Indian legal structures, government schemes, and the Indian startup ecosystem

11. Accreditation Criteria Mapping

Body	Relevant Criteria	How This Course Contributes
NAAC	Criterion I — Curricular Aspects	Adds a value-added / skill-enhancement course to the curriculum bouquet
NAAC	Criterion II — Teaching-Learning & Evaluation	AI-enabled pedagogy, OBE-compliant assessment, ICT integration
NAAC	Criterion III — Research, Innovation & Extension	Promotes entrepreneurship and innovation culture among students
NAAC	Criterion V — Student Support & Progression	Supports career guidance and entrepreneurial skill development
NBA	Criterion 2 — Program Outcomes & COs	Pre-built CO-PO mapping with Bloom's levels and correlation matrices
NBA	Criterion 3 — Course Outcomes & Assessment	CO-tagged assessments, direct + indirect attainment data, rubrics provided
NBA	Criterion 7 — Continuous Improvement	Module-wise AI quiz analytics enable gap identification and corrective action reporting

12. Data & Reports Available for Adopting Institutes

- Module-wise and CO-wise learner performance data (exportable)
- CO attainment computation support (direct assessment via AI quizzes + final quiz)
- Course-end feedback survey template (for indirect CO attainment)
- Course file template (pre-filled with syllabus, COs, mapping, and assessment structure)
- Certificate with credit metadata for ABC upload

13. Recommended References & Resources

- **Kapoor, R.** — Entrepreneurship Essentials (official Course e-book)
- **Thiel, P.** — Zero to One
- **Graham, P.** — Selected essays
- **TurnipAI** — AI quiz, tools, case studies and chatbot

End of Course Outline