

“Entrepreneurship: The 3D Framework”

(Dream, Design, Deliver)

40-Hour Offline Weekend Program on Entrepreneurship

Institution:

SSCBS Innovation and Incubation Foundation (SIIF), Shaheed Sukhdev College of Business Studies (SSCBS), University of Delhi, PSP Area IV, Dr. K.N. Katju Marg, Sector 16, Rohini, New Delhi – 110089, Delhi, India.

Background and Rationale

Entrepreneurship is no longer confined to traditional business domains—it has emerged as a critical life skill and a driver of innovation, employment, and social change in today’s dynamic economy. With the world rapidly shifting toward innovation-led growth, the ability to think entrepreneurially is increasingly essential for individuals across disciplines and career paths.

Recognizing this paradigm shift, **SSCBS Innovation and Incubation Foundation (SIIF)** proposes a hands-on, weekend-based offline certificate program titled **“Entrepreneurship: The 3D Framework (*Dream, Design, Deliver*).”** This initiative is designed to empower aspiring entrepreneurs by equipping them with the right mindset, skillset, and toolset to move confidently from **idea to action**.

The program emphasizes experiential learning, encouraging participants to identify real-world problems, develop viable business models, and pitch solutions with the support of experienced faculty and mentors. It bridges the gap between entrepreneurial intent and execution through structured modules, peer interaction, and exposure to Delhi’s vibrant startup ecosystem.

In alignment with SSCBS’s mission to foster innovation and leadership among youth, the program also offers eligible participants the opportunity to engage with the **SSCBS Innovation and Incubation Foundation (SIIF)** — a recognized incubator that provides continued **mentorship, expert guidance, infrastructure, and potential pre-incubation or incubation support** for high-potential ideas.

This initiative serves not just as a program, but as a launchpad for the next generation of innovators and changemakers ready to build solutions for tomorrow.

Program Overview

This **40-hour, in-person certificate program** is designed as a dynamic, application-oriented learning experience for aspiring entrepreneurs. Delivered over **five consecutive weekends** (with **4-hour sessions each on Saturdays and Sundays**) at the **Shaheed Sukhdev College of Business Studies (SSCBS)** campus, the program offers a balanced blend of theory and practice.

Participants will be guided through the **entire entrepreneurial journey**—from idea generation to business model development, market validation, and final pitch presentation. The learning experience is enriched through:

- **Concept-driven sessions** led by experienced entrepreneurship faculty
- **Interactive workshops** using simulations and peer collaboration
- **Expert talks** by founders, investors, and ecosystem enablers
- **Project-based learning**, where participants develop and refine a business idea
- **Final pitch day**, simulating real startup presentation environments

The program aims to instill core entrepreneurial capabilities while giving participants a platform to test and develop their ideas in a supportive, feedback-rich environment.

Program Objectives

By the end of the program, aspiring entrepreneurs will be able to:

1. Develop the entrepreneurial mindset, understand key concepts, and the entrepreneurial ecosystem.
 2. Identify problems, generate innovative ideas, and evaluate opportunities.
 3. Develop a working business model using tools like the Business Model Canvas.
 4. Understand basic entrepreneurial finance, marketing, legal requirements, and intellectual property basics.
 5. Prepare and deliver a professional pitch deck.
 6. Government schemes and incubator/accelerator ecosystem in Delhi NCR
 7. Access ongoing entrepreneurial support through SIIF at SSCBS.
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Program Structure and Delivery Format

The program is designed to provide a rigorous yet flexible learning experience that fits into the weekend schedules of students, professionals, and aspiring founders. It emphasizes active learning and real-world application, supported by expert mentorship and peer collaboration.

Key Delivery Features:

- ❖ **Total Duration:** 40 hours
 - **30 hours** of instructor-led sessions
 - **10 hours** of guided project mentorship and pitch preparation
- ❖ **Schedule:**
 - 4 hours per day (Every **Saturday and Sunday**)

- Spanning **5 weekends** (totalling 10 sessions)

❖ **Mode:**

- **In-person delivery** at the **Shaheed Sukhdev College of Business Studies (SSCBS)** campus, **Sector 16, Rohini, New Delhi**

❖ **Pedagogical Methodology:**

- **Conceptual lectures** on key aspects of entrepreneurship
- **Simulations and role play** to practice entrepreneurial decision-making
- **Hands-on workshops** on tools such as the Business Model Canvas
- **Peer-to-peer learning** through structured feedback and team assignments
- **Expert talks** by founders, investors, and ecosystem enablers
- **Capstone project presentations**, where participants pitch their venture ideas to a review panel

This delivery format ensures that participants not only gain theoretical insights but also get to apply those learnings through Simulations and role play, fostering both skill development and entrepreneurial confidence.

Target Audience

- Open to anyone interested in exploring entrepreneurship as a career path — whether a student, working professional, aspiring founder, or a curious beginner.
- Ideal for those who want to try their hand at starting a venture, understand the startup ecosystem, or build entrepreneurial skills.
- No prior business background required — just curiosity, commitment, and a willingness to learn by doing.

Faculty and Mentors

Experienced entrepreneurship faculty members from SSCBS will lead the sessions. Selected guest speakers from the startup ecosystem and SIIF mentors will provide additional insights.

Participant Takeaways and Incubation Opportunities

- Access to **practical tools and templates** (business model canvas, pitch deck, financial sheet).
- Certificate of completion from SIIF and SSCBS.
- Opportunity to **present business ideas to SIIF** for feedback, mentorship, and potential pre-incubation or incubation support.

- Networking with like-minded peers, faculty, and local startup mentors.
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Expected Outcomes

By the end of the program, participants will:

- Have developed a validated business idea with a supporting pitch deck.
 - Understand how to navigate the startup journey, from ideation to action.
 - Be prepared to approach SIIF or similar incubators for next-stage support.
 - Gain confidence in entrepreneurial thinking, teamwork, and leadership.
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Batch Size

A minimum batch size to begin the program shall be **20 students** (excluding supernumerary seats), and a maximum of **30 students**. However, in the initial phase of launching the course, the batch size may be smaller.

In the context of supernumerary students, seats allocated under this category (limited to a maximum of **1 seat per batch**) will not be considered for revenue sharing purposes. This seat may be granted as a 100% fee-waived to staff or wards of SSCBS/SIIF or for deserving candidates from economically weaker sections (EWS), subject to approval by the CEO, SIIF.

Program Fee

- **Total Fee:** ₹7,500 + 18% GST, total ₹8850 per student (**Fees are non-refundable and non-transferable**)

This fee is for:

- 40 hours of in-person learning across 5 weekends
 - Access to practical tools and templates (business model canvas, pitch deck, financial sheet, etc.)
 - Guest sessions, mentorship exposure, and opportunity to pitch for pre-incubation with SIIF
 - The SSCBS Innovation and Incubation Foundation issues certification upon completion of the program.
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Program Coordinator

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