# Entrepreneurship Development Program
# Course Plan

Age Group – 6$^{th}$ Std to 9$^{th}$ Std   Batch size : Min :10

Sessions: 13-15 sessions

## Module 1: Introduction to Entrepreneurship

Video 1: Introduction to Entrepreneurship.

Practical:

1. Download the Entrepedia app from playstore.
2. Create your account on the Entrepedia.

## Module 2: Starting your own company

Video 1: Choosing a company name and Vision

Assignment: Explore the internet for different Company names and its vision.

Practical: fill in your company name and its vision on the Entrepedia platform.

Video 2: Building a Team

Practical: Decide the core team members of your company and their stake in the company and fill on the Entrepedia platform.

## Module 3: Product based or Service based?

Video 1: Product or Service Part 1

Video 2: Product or Service Part 2

Assignment: Explore the internet to study about various product and service based companies.

Practical: Deciding whether your company will be a product-based or a service-based company and filling it on the Entrepedia platform.

Video 3: Product Name and description

Assignment: Explore the internet to study about the different products and services provided by different companies for a proper name and description for the product or service your company will provide.

Practical: Deciding the name of product/service and filling it on the Entrepedia platform.

## Module 4: Who will buy your product and why?

Video 1: Types of Costumers

Practical: Identifying the target customer for your product/service and filling the details on the Entrepedia platform.

## Module 5: How to be better than your competition?

Video 1: Problems Solved for Costumers

Video 2: Who is your competition?

Video 3: How are you different from your competition?

Assignment: Explore the internet to find out about companies providing similar product/service as your company and how will your company be different to stay ahead of the competitors.

Practical: Exploring your company's competitions, understanding what problems you solve for your customer and filling the details on the Entrepedia platform

## Module 6: What is Research and Development (RnD)?

Video 1: What is RnD?

Video 2: What is RnD time and RnD cost?

Practical: Deciding whether you will be developing your own productor not, the RnD time and cost involved in developing the product and entering the details on the Entrepedia platform

## Module 7: What are all the costs involved in a product/service?

Video 1: What is Product cost?

Assignment: Explore the internet to find out cost of raw materials and labor cost required for the product to be manufactured.

Video 2: What is Location cost?

Assignment: Explore the internet find out average location cost in for setting up a workplace.

Video 3: Website Development cost

Video 4: Website Maintenance Cost

Assignment: Explore the internet to find out website development and maintenance cost for your company's website.

Practical: Explore and find out the different cost involved in your product/service and enter the details: product cost, location cost, website development and maintenance cost.

## Module 8: Why is Marketing necessary?

Video 1: What are the marketing channels?

Assignment: Explore the internet to find out various channels where you can market you product/service. Eg: social media, newspapers, news channels on television.

Practical: Decide the different channels you want to use to sell your product and enter the details on the Entrepedia platform.



## Module 9: Profit and Loss calculation

Video 1: Concept of ROAS

Video 2: Profit and Loss calculation

Video 3: What does the term "Service Man-Days" mean?

Practical: Decide the number of products you want to manufacture, marketing cost. Enter the details on the Entrepedia platform.

Practical: Generate the result on the Entrepedia platform, see if you are making a profit or loss. If loss then see the recommendations and change the values and costs to generate the profit.