



CUX MooC Course Syllabus

Course Name:

The Formula for Ideating, Incorporating, and Funding: The Essential Skills of Entrepreneurship

Expected Timing: Start **Date** | End **Date**

Course Brief

This skill-based course on The Essential Skills of Entrepreneurship equips learners with practical competencies required to identify opportunities, structure ventures, manage early-stage finances, engage with investors, and design responsible growth and exit strategies. Drawing from Units 1 to 5, the course emphasizes opportunity discovery using structured ideation tools, legal and governance foundations of venture creation, bootstrapping and financial discipline, investor evaluation logic, and strategic growth, and exit alignment.

The course adopts an applied learning orientation by integrating reflective exercises, opportunity evaluation briefs, ideation artefacts such as canvases and matrices, and peer-reviewed pitch summaries, enabling learners to demonstrate entrepreneurial skills rather than only conceptual understanding. Contemporary themes, including AI-enabled ideation, platform entrepreneurship, and data-driven validation, are embedded to ensure relevance in evolving startup ecosystems. Ethical and sustainability perspectives are explicitly addressed through inclusive entrepreneurship, social innovation metrics, and ESG-linked venture evaluation, aligning the course with global sustainability and responsible innovation frameworks.

Designed for intermediate-level learners, the course prepares participants to translate ideas into viable ventures, evaluate funding options, interact effectively with investors, and make growth and exit decisions that balance value creation with ethical and societal considerations.

Course Information

Course Title: The Formula for Ideating, Incorporating, and Funding: The Essential Skills of Entrepreneurship

Course Type: Skill-Based

Mode of Delivery: Online – Self-Paced

Duration: Approx. 6–8 hours of total engagement, including video lessons, skill labs, applied activities, and assessments

Level: Intermediate

Target Learners: Undergraduate and postgraduate students, early-stage entrepreneurs, aspiring founders, and learners seeking practical exposure to venture creation and startup decision-making

Faculty: Dr. Vidya CM

Department: Commerce

School: School of Commerce, Finance & Accountancy

Assessment Type: Skill demonstrations through ideation artefacts and opportunity briefs, quizzes for conceptual reinforcement, peer-reviewed pitch summaries, and final evaluation

Credential: Certificate of Completion awarded to learners who score at least 50 percent and complete all required activities

1. COURSE TITLE

The Formula for Ideating, Incorporating, and Funding: The Essential Skills of Entrepreneurship

2. COURSE CODE

(Add Course Code)

3. FACULTY NAME

Dr. Vidya CM

4. DEPARTMENT	Department of Commerce
5. SCHOOL	School of Commerce, Finance and Accountancy
6. COURSE TYPE (MOOC / Micro-Credential)	Micro – Credential
7. TARGET LEARNERS (Students/Professionals)	UG and PG students from all streams
8. DATE OF COMMENCEMENT	Expected timing Date to Date

Overview

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ABOUT THE COURSE

This micro-credential course aims to develop practical entrepreneurial skills by enabling learners to systematically identify, evaluate, and develop business opportunities through structured ideation processes. The course builds skills in opportunity scanning, problem identification, market need assessment, technology-enabled innovation, policy and regulatory interpretation, and social and sustainability-oriented thinking. Across its modules, learners acquire competencies in creative thinking, market analysis, opportunity evaluation, and early-stage idea development using real-world and Indian startup contexts. The course is important as it equips students with industry-relevant, application-oriented skills required for entrepreneurship, startup ecosystems, innovation roles, and strategic thinking, aligning with NEP 2020's emphasis on skill-based and experiential learning.

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COURSE OUTCOMES

Learning Outcomes:

CO1: Apply structured ideation tools to identify, analyze, and generate viable entrepreneurial opportunities from market needs and problem contexts.

CO2: Explain and apply appropriate legal forms, ownership structures, and governance considerations for structuring and incorporating early-stage ventures.

CO3: Analyze and prepare basic financial plans, cash-flow strategies, and bootstrapping approaches for early-stage venture sustainability.

CO4: Evaluate entrepreneurial ventures using investor-oriented criteria such as scalability, risk, valuation logic, and funding readiness.

CO5: Design growth pathways and exit strategies aligned with venture funding stages and investor expectations.

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TOPICS / UNITS / MODULES

1. Ideation Skills and Opportunity Discovery Tools

3 hours

Introduction to Ideation & Opportunity Discovery, meaning, source of entrepreneurial opportunities, Research gaps VS market gaps, Chai point case, Ideation tools and framework, Traditional ideation tools, Visual ideation tools, customer focused tools, Analytical tools Case study on Urbank Company. Deep dive into advance ideation tools, Lotus Blossom Technique, Jobs-To-Be-Done with Negative Jobs, Opposite Thinking / Reverse Assumptions, Academic–Industry Gap Matrix.

2. Incorporation and Venture Structuring Skills

3 hours

Understanding Business Structures and the Incorporation Process, Overview common business structures in India, Sole proprietorship, Partnership, LLP, Private Limited Company, Public Company, Pros and cons, scalability, liability, tax implications. Decision framework for selecting a business structure: Risk, control, funding needs, growth potential, Step-by-step incorporation process, Digital registration (MCA portal overview), Key documents required (MOA, AOA, PAN, TAN), Time, cost, and legal compliance considerations. Compliance, Governance & IP Essentials, Regulatory compliance mapping, GST registration, Shops & Establishment license, MSME registration (if applicable), Annual filing requirements for different structures, Governance essentials: Board & Control Matrix, Founder roles,

decision-making authority. Intellectual Property (IP) basics, Identifying trademarks, patents, copyrights, and trade secrets, IP Audit Checklist and prioritization. Risk Management & Alignment, Risk identification using Legal Risk Mapping, Founder alignment: Role clarity, equity split, exit strategy

3. Early-Stage Funding and Financial Skills (Bootstrapping)

3 hours

Startup Finance Basics & Capital Requirement Estimation, Understanding startup finance vs corporate finance. Startup funding lifecycle: Ideation, Bootstrapping, Grants, Angel, VC, why most startups fail financially (cash mismanagement): Case study Zoho, Bootstrapping, Revenue Models & Cost Discipline, Concept Focus, Bootstrapping meaning and importance, Cost minimisation, Early revenue generation, Personal financing vs external funding risks, when bootstrapping is better than raising funds: Case study Zerodha, Cash Flow Management, Survival Finance & Support Ecosystem, Why profit $\neq$ cash, Early-stage financial discipline, Financial red flags and survival mistakes, Case study Socialpilot

4. Investor Evaluation Methods and Venture Funding Skills

3 hours

How Investors Screen Opportunities, How angels and VCs think about, Risk vs return, Scalability and exit potential: TAM–SAM–SOM analysis, Why most startups are rejected in the first screening round, Differences in evaluation between angel investors and VCs, Case study on Meesho, Valuation Thinking and Ownership Implications, Why traditional valuation models do not work for startups, Valuation as a negotiation, not an exact science, Pre-money vs post-money valuation logic, Case study on Rapido. Investment Decision, Risk Control & Deal Structuring, how investors protect downside risk, Purpose of term sheets and control clauses, Common deal-breakers in funding rounds, Case study on Neysa, ESG-linked venture evaluation from an investor perspective

5. Growth and Exit Strategy for Venture Funding

3hours

Growth Strategy and Capital Alignment, Growth as a strategic choice influenced by funding, Organic vs funded growth, Capital-efficient vs capital-intensive growth, Case study on Flipkart. Scale-Up Funding and Exit Pathways, Purpose of Series A, B, and C funding, Use of funds in expansion and scaling, Exit as a planned strategic outcome, Types of exits: acquisition, merger, IPO, buyback, Case study on Ola, Growth–Exit Trade-Offs and Responsible Outcomes, Growth vs profitability trade-offs, Dilution, control, and exit timing, Ethical considerations in growth and exits, Case study on Groww and Zepto. Social innovation metrics for evaluating venture impact

RESOURCES / REFERENCE MATERIALS

File Course Planner

File Scripts

File Supporting Materials

File Assessment

COURSE DELIVERY FORMAT

1. MODE OF DELIVERY (Online - Self-paced / Instructor-led / Hybrid)	Online- Self Paced
2. DURATION (in hours)	15 hours (5 modules of 3 hours each)
3. THEORY/ PRACTICAL	Theory
4. ASSESSMENT TYPE (Quizzes, Final Exam, Projects)	Quizzes
5. PREREQUISITES (if any)	NA
6. ELIGIBILITY CRITERIA	UG and PG

7. CREDENTIALS AND CERTIFICATION

More 50% in the final assessment and completion of all activity and assessment

8. DATE OF COMMENCEMENT

Expected timing **Date** to **Date**

Instructor Details

1. ABOUT THE INSTRUCTOR

Dr Vidya CM, Assistant Professor

PhD in Finance / MBA (Finance)

Dr. Vidya C M is an experienced finance educator with expertise in valuation, corporate finance, and financial analysis. She has designed and delivered courses on financial reporting, startup finance, and investment analysis, combining theoretical knowledge with practical, skill-based learning.

Areas of Expertise:

- Valuation of companies and investment opportunities
- Corporate and startup finance
- Financial analysis and decision-making
- Entrepreneurship and venture funding

Dr. Vidya focuses on developing analytical, practical, and decision-making skills in students, preparing them to apply finance concepts effectively in real-world scenarios.

2. REGISTRATION AND ACCESS DETAILS

(Add Promo Code)

3. CONTACT NUMBER

9880241040

4. EMAIL ADDRESS

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