



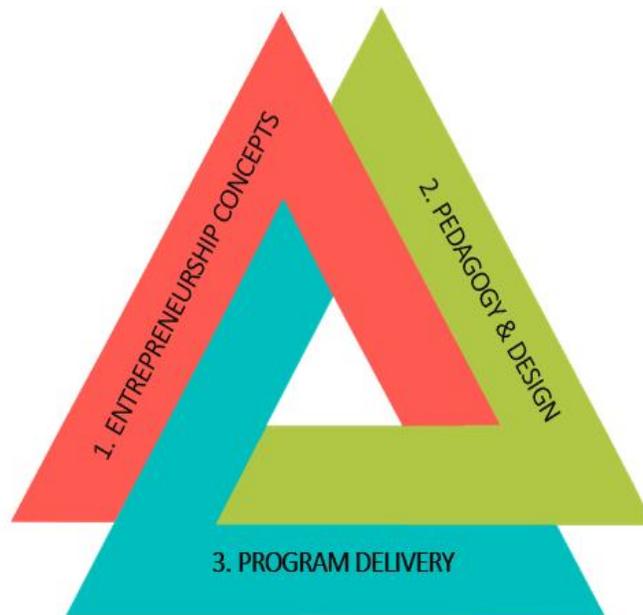
POORNIMA UNIVERSITY

Workshop Overview

NEN Entrepreneurship Educators Program (24-JULY-17 TO 28-JULY-17)

National Entrepreneurship Network (NEN) inspires, educates, and supports student entrepreneurs, startups, and SMEs for creating high-value jobs. Over the past ten years, NEN has trained over 3,000 faculties across 500 institutes, who now regularly offer entrepreneurship courses to more than 100,000 students, annually. NEN recently signed an agreement with Ministry of Skill Development and Entrepreneurship in India to scale NEN to 3000 institutes in India. NEN has also ventured into creating city-based entrepreneurial ecosystems that would consist of mentors, investor, and incubators supporting startups and SMEs.

The program focuses on three main areas:



The goal of this program is to help faculty provide a space and platform for discovery, both self-discovery and opportunity discovery, to students. Faculty will be able to guide students to discover their strengths in terms of an entrepreneurial founding team and learn basics such as idea generation, opportunity discovery, prototyping, competition analysis, and early customer insights. They will be able to direct and assist them in online and campus activities such as idea competitions and workshops.

The program was organized for a faculty across Rajasthan on courses WF100 and WF101. These are activities and MOOCs-based Certification Courses, which cover the areas of entrepreneurship, idea generation, evaluation and value proposition. The courses encourage students to inculcate within them the culture of entrepreneurship.

Speaking on the occasion, Resource Person, Malina Madame and Dr. Deepak Motwani, said entrepreneurship is the need of the day and stressed the requirement of institutes that promote entrepreneurship among students. She disclosed that there are many opportunities for entrepreneurship in the country today and institutions, such as NSIC, NEN and BYST, along with many other initiatives by the government, encourage entrepreneurship.

Resource Person asserted that engineering and management students have many opportunities and they should be encouraged to take up entrepreneurship through various activities, incubator space and network of various entrepreneurs.

She said that the E-Cell organizes various activities, like entrepreneur talks, panel discussions and idea fests, for bringing in more students into entrepreneurship.

In addition to the above, the program will be interspersed with panels and speakers. These will be on topics relevant to the program including. Speakers and panelists will include other practitioners including entrepreneurs, professionals and subject matter experts. It is also imperative to remember that in an advanced program like this one, the peer group comes with a vast array of experience and wisdom. And a critical part of the learning comes from the group itself. The program will pro-actively facilitate peer learning both inside the classroom and outside.

For early and growth stage entrepreneurs and small and medium business owners, WF NEN's Mentoring Program offers deep connects into the global entrepreneur ecosystem, helps address key business challenges and enables transformation for the venture. The program, zero equity and zero fee models, focuses on providing goal-based, time-bound, and structured mentoring.

NEN's curriculum programs are designed to instill critical entrepreneurship skills in students through innovative online and faculty assisted lessons.

Workshop Objectives

Understand the Wadhvani way, the learning approach, the Student Curriculum.
Understand why experiential learning principles must be applied in teaching entrepreneurship.
Understand the concept of facilitated blended learning and appreciate your role as Entrepreneurship Educators.
Learn about the content, objectives, and delivery of the 9 Lessons under course - WF NEN 100 - Orientation Program in Entrepreneurship.
Learn about the content, objectives, and delivery of the 8 Lessons under the course- WF NEN 101 course – Basic Program in Entrepreneurship.
Develop a deep understanding of concepts such as Entrepreneurial Style, Essential Entrepreneurship skills, Design Thinking, Idea Generation, Opportunity Evaluation, Customer Discovery, Value Proposition Design, Prototyping, and Lean Startup Methodology.
Understand how to help students to develop an entrepreneurial outlook based on scientific approaches to venture creation.
Understand how to guide students on discover their strengths and weaknesses in terms of qualities and traits required to be a successful entrepreneur.
Gain hands on experience to use the templates and tools essential for teaching entrepreneurship concepts such as the Decision Matrix, Paired Comparison, Consumption Map, Blue Ocean Strategy, Value Proposition canvas and many more.
Understand the role of E-cells and Practicum programs in building entrepreneurship knowledge and skills.
Access and use LEARNWISE™ and the Learning Management System (LMS)

Relevance to Student: With the understanding of the subject course WF NEN 100 - Orientation Program in Entrepreneurship students will be able to learn the approach and principles applied in entrepreneurship. This course/module enhances their understanding and sharpens the knowledge of E-cell, 5 M Model of Entrepreneurial Styles, barriers to implementation, design thinking, customer profiling, milestone, risk management etc. The course will definitely sharpen the knowledge of various aspects of entrepreneurship. With the understanding of the subject students will be able to learn various aspects, roles and responsibilities of Entrepreneurship. Understanding of subject opens up the doors of several opportunities.



