

# FACULTY ENTREPRENEURSHIP DEVELOPMENT PROGRAM

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5 DAYS: 21<sup>ST</sup>- 26<sup>TH</sup> MAR 2022(23.3.22 HOLIDAY)

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JOINTLY ORGANIZED BY  
CSJM UNIVERSITY KANPUR AND ENTREPRENEURSHIP  
DEVELOPMENT INSITUTE OF INDIA, GANDHINAGAR



**Entrepreneurship  
Development  
Institute of India**  
Ahmedabad, Gujarat

# FACULTY ENTREPRENEURSHIP DEVELOPMENT PROGRAM

## ON

*Entrepreneurship Course Curriculum Design,  
Development and Teaching*

Jointly organized by  
Innovation & Entrepreneurship Incubation Cell,  
Chhatrapati Shahu Ji Maharaj University Kanpur

and

Entrepreneurship Development Institute of India, Gandhinagar

5 DAY FDP

21<sup>th</sup>, 22<sup>nd</sup>, 24<sup>th</sup>, 25<sup>th</sup> and 26<sup>th</sup> MAR 2022

Google Registration Link: <https://forms.gle/WiLZfVHNLXpgKaaC9>

Contact: 7275414866 , 8090903220 (Whatsapp only)



**Entrepreneurship  
Development  
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Ahmedabad, Gujarat



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**FACULTY DEVELOPMENT PROGRAM**  
**on**  
**Entrepreneurship Course Curriculum Design, Development and Teaching**

***Rationale:***

Chhatrapati Shahu Ji Maharaj University Kanpur is one of the oldest Universities in Uttar Pradesh offering higher education in Arts, Humanities, Science and Technology and their allied branches. Honorable Vice Chancellor Prof. Vinay Kumar Pathak has envisioned creation of a vibrant ecosystem that enables Innovators, Start Ups and Entrepreneurs to flourish in this environment. New Education Policy 2020 aspires to create a vibrant entrepreneurship ecosystem in educational Institutions. Empowering the youth by entrepreneurship development is one of its major mandates. By using the model of train the trainer to achieve transmission of basic skill sets involved in entrepreneurship, CSJM University Kanpur is determined to offer faculty entrepreneurship development programs. Strengthening the spoke and hub networking model through such training programs, it is envisioned that a new generations of entrepreneurs would be created that can contribute to social and economic growth of the region.

The history of Entrepreneurship training in India, or for that matter anywhere else, is not very old. In fact, few, until mid-sixties, believed that entrepreneurs could be created through training, or entrepreneurship could ever be a matter of teaching. Today new entrepreneurs are emerging every year, both through training and teaching and number of institutions imparting entrepreneurship has been growing from almost none in 1970s to hundreds today. In India, Entrepreneurship Development Institute (EDII) of India is credited with pioneering both entrepreneurship training and teaching. The Institute's efforts were directed towards entrepreneurship development programs (EDPs) to begin with, which were later on expanded for capacity building measures; thus institutionalizing the process of entrepreneurship development.

On its service to the nation, the Institute undertook on itself the vision of being a national resource centre of excellence in the field of entrepreneurship training, education and research which continues to inspire it even today. Having substantial experience in Entrepreneurship Education, the Faculty members of EDII have initiated courses on entrepreneurship in premier management institutions, including IIMs and IIFT.

The United States Association for Small Business and Entrepreneurship (USASBE) which is the largest independent, professional, academic organization in the world dedicated to advancing the discipline of entrepreneurship. USASBE has been awarding the outstanding courses and programmes in the field of Entrepreneurship, wherein EDII of India has been awarded by outstanding programme in Entrepreneurship outside USA.

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### ***The Need:***

The Chhatrapati Shahu Ji Maharaj University, Kanpur has affiliated leading higher learning institutions that are practicing in the field of social sciences, sciences, humanities, besides creating awareness about entrepreneurship. In order to create awareness about entrepreneurship which cannot be taught in a seminar or colloquium but has to transplant in the aspirant with strategic set of rubrics, CSJM University in collaboration with EDII, Gandhinagar is offering a *5 Days* programme for educators and professional of Chhatrapati Shahu Ji Maharaj University, Kanpur (CSJMU) and associated Institutions.

The current programme aims at enabling education professional on, *'How to design, develop and teach entrepreneurship course that creates entrepreneurial individuals in the society'*.

### ***Objectives of proposed Programme:***

#### **The broader objectives of this programme will specifically aim at:**

1. To motivate the participants to be an epicentre for creation of favourable ecosystem for entrepreneurship development at their institutions
2. To discuss and categorically design the courses on entrepreneurship to be taught at institute level.
3. To provide them with structured pedagogical tools those are impact making in entrepreneurship trainings and education.
4. Participants will be trained with 'how to use and Psychometric Assessment tools' while conducting entrepreneurship courses
5. To enable participants 'how to schedule course delivery, development of teaching material that is relevant for the students of Polytechnics and it is.
6. To encourage participants to sensitise the entrepreneurship courses in their respective institutions through seminars, workshops, conferences and publications of repute.

### ***Tentative Coverage:***

- Entrepreneurship Development (ED) Process
- Entrepreneurship Teaching Pedagogy
- Creativity and Decision Making
- Start-up Opportunity Identification
- Idea to Proof of Concept to MVP (Minimum Viable Product)
- Value Proposition and Business Model Canvas
- Design Thinking and Wire framing
- Business Plan Preparation
- Entrepreneurship Support System & Institutional Collaboration
- Business Incubation and Acceleration

- Role of Mentoring

### **Outcome of the Programme:**

1. The participants would be able to understand the rubrics to be used in entrepreneurship education for new enterprise creation.
2. Participants would be able to learn how to teach entrepreneurship courses using Project-Based-Learning, business simulations and psychometric assessment tools.
3. Participants will be oriented towards using of structured pedagogical tools that are impact making and useful while teaching entrepreneurship.
4. The participants would learn how to create favourable ecosystem on campus for entrepreneurship development.

### **Tentative Schedule**

Session	Timing
Morning Session I	10:30 am to 11:30 am
Tea Break	11.30 am to 11.45 am
Morning Session II	11:45 am to 1:45 pm
Q and A	12:45 am to 01:00 pm
Lunch Break	1.00 pm to 2.00 pm
Afternoon Session III	2:15 pm to 3:15pm
Afternoon Session IV	03:00 pm to 3:30 pm
Breakout Sessions in 5 Groups	3:45 pm to 4:45 pm

**Programme Fee: Programme Fee:** There is no registration fees for CSJM University Faculty. Fee for Rs 6000 per participant for 5 days will be sponsored by the Innovation & Entrepreneurship Incubation Cell, CSJM University Kanpur. Limited seats only  
**Certificate issuance:** Attendance in all sessions is compulsory for FDP certificate Issuance.  
**Contact:** [innovation@csjmu.ac.in](mailto:innovation@csjmu.ac.in) 7275414866, 8090803220 (Whatsapp only)

### **Organizing Committee**

**EDII, Gandhinagar**

**Convenors**

Dr Amit Kumar Dwivedi

**Organizing Secretary**

Dr Baishali Mitra

Shri Ram

**IEIC, CSJM University Kanpur**

Dr Shilpa Deshpande Kaistha

Dr Prabhat Kumar Dwivedi

Dr Shivendu Ranjan

Dr V Shreeharsha

Dr Ekta Khare

Mr Anil Kumar Tripathi

