



# RBU

RAMDEOBABA UNIVERSITY, NAGPUR  
Formerly Sri Ramdeobaba College of Engineering & Management (RCOEM) Est. 1984

## School of Entrepreneurship

### Certificate Course Entrepreneurship and Venture Development

*"This is a unique action-oriented Certificate Course that provides opportunities for students to work and develop problem-solving innovations, acquire entrepreneurship skills and build ventures as a part of the learning"*

#### Course Description:

The course is designed to provide students with a comprehensive understanding of venture development. It focuses on critical success elements that are essential to creating high-potential start-ups wherein students form a Practice Venture, build a Minimum Viable Product, and conduct market tests.

#### Course Outcomes:

At the end of this course, the students will be able to:

1. Identify a business opportunity and validate it.
2. Identify the target market and customer persona.
3. Craft a core value proposition
4. Build their business model and minimum viable product.
5. Build sales, financial and funding plans.
6. Identify the go-to-market channels and strategies, and would be able to create the pitch deck.

#### Course Modules:

Module 1: Opportunity discovery, problem validation & sharpening problem pitch.

Module 2: Market and customer segmentation, market positioning, and creating the customer persona.

Module 3: Sustainable differentiation strategy - value proposition canvas- create a compelling reason for the customer to adopt the product.

Module 4: Business model, minimum viable product - how to build and test a business model.

Module 5: Creating a sustainable business plan - sales plan, people plan, financial plan & unit economics, metrics that matter & funding plan.

Module 6: Go-to-market strategy, branding and positioning, managing growth and targeting scale, and funding strategy.

#### Project Details

Students will have to identify a problem, develop the core value proposition, form a Practice Venture, build a Minimum Viable Product, and conduct market tests.

**Fees:** Free for RCOEM / RBU Students

**Timing:** Wed, Thu, Fri | 4.00 pm to 5.00 pm

**Duration:** One Semester

Course conducted in association with RCOEM Technology Business Incubators Foundation