



Government of Karnataka

**ENTREPRENEURSHIP GUIDELINES
FOR
COHORT OWNER, STUDENTS AND ASSESMENT PARTNER**

**Department of Technical Education,
Palace Road, Bangalore 560001, Karnataka**

ENTREPRENEURSHIP

Introduction

The students of Polytechnic Programs will have an opportunity to be part of one of the most challenging educational experiences in the year-3, The students who were selected the Entrepreneurship and Start-up Pathway requires to develop a Minimum Viable Product (MVP), write a business plan and apply for at least one Start -up or Idea to Proof-of-Concept (POC) Grant at the end of sixth semester

Outcomes

At the end of the sixth semester, students will be able to,

- Develop Minimum Viable Product
- Write a business plan
- Apply for at least one Start -up or Idea to Proof-of-Concept (POC) Grant

Assessment

This section is addressed to cohort owner and examiners. It provides information on assessment criteria for the Entrepreneurship work. It also provides guidance to students about what examiners will be looking for in evaluating the Entrepreneurship work. The Entrepreneurship work will be assessed for 400 marks through formative and summative assessment tools, in formative assessment the Entrepreneurship work will be evaluated for 240 marks and in summative assessment Entrepreneurship work will be evaluated for 160 marks

The Formative Assessment- (Continuous Internal Evaluation- CIE)

The Formative Assessment is conducted for 240 marks throughout the course in three developmental phases as CIE-I, CIE II and CIE-III. Students shall complete CIE-I before taking CIE-II and complete CIE-II before taking CIE-III, otherwise they will not be eligible to take Semester End Examination

Continuous Internal Evaluation- CIE – I, Conducted at the end of 4 th week		
Sl. No	Assessment Parameter	Marks
1	Details about the MVP (product or service), Description of the problem that the business is trying to solve, Intellectual property status (e.g., patents, trademarks, etc. if any)	80
	Total	80

Note:

1. Assessment partner shall assess the CIE-I
2. Startup /Business mentors, Angel investors, Venture capitalist shall be the assessment partners for mentoring and evaluation

Continuous Internal Evaluation- CIE – II, Conducted at the end of 8th week		
Sl. No	Assessment Parameter	Marks
1	Market analysis - Potential market size, target market, competition, Customer Segments, key customers	25
2	Voice of the customer, customer survey and feedback	25
3	Sales and marketing plan	30
	Total	80

Note:

1. Assessment partner shall assess the CIE-II
2. Startup /Business mentors, Angel investors, Venture capitalist shall be the assessment partners for mentoring and evaluation

Continuous Internal Evaluation- CIE – III, Conducted at the end of 12th week		
Sl. No	Assessment Parameter	Marks
1	Financial highlights – Cash flow, information about break-even timing. Details about investment needed	25
2	Identification of possible sources of funding for the venture	25
3	Operating strategy – how will the offering be developed and delivered	30
	Total	80

Note:

1. Assessment partner shall assess the CIE-III
2. Startup mentors/Business mentors, Angel investors, Venture capitalist shall be the assessment partners for mentoring and evaluation

The Summative assessment- Semester End Examination (SEE)

During the semester end examination, students shall demonstrate the outcomes of their Entrepreneurship work to the Panel of Examiners comprises of a Assessment partner

The evaluation criteria are as follows:

Sl No	SEE Evaluation Criteria	Marks
1	Details about the MVP (product or service) - Description of the problem that the business is trying to solve	80
2	Business Plan	80
	Total	160

Note:

1. Assessment partner shall assess the Entrepreneurship and start-up
2. Startup /Business mentors, Angel investors, Venture capitalist shall be the assessment partners for mentoring and evaluation