



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: International Business

Course / Subject Code: MB01094051

Course / Subject Name : Skill Certifications-1

W. e. f. Academic Year	2025-26
Semester	1
Category of the Course:	Core Course (CC)

Prerequisite:	Not required
Rationale:	<p>ITo empower students at the ideation and opportunity scouting stage with the confidence and practical skills required to pursue entrepreneurial ventures. Skill certification equips them with tools to critically evaluate ideas and take informed decisions during early-stage development.</p> <ul style="list-style-type: none">• To enhance student credibility in the eyes of investors, mentors, and potential collaborators by validating their proficiency in essential entrepreneurial competencies through certified training.• To improve entrepreneurial decision-making and operational efficiency by exposing students to proven frameworks, industry practices, and startup tools that can support the development of viable Proofs of Concept (PoCs).• To facilitate meaningful ecosystem engagement by providing students opportunities to connect with founders, incubators, and domain experts—fostering collaboration, mentorship, and potential partnerships.

Course Outcome:

No.	Course Outcome	RBT Level
01	To identify and validate startup ideas using structured learning from skill certification programs related to creativity, innovation, and early-stage venture development.	Understand
02	To apply insights from certification experiences to improve opportunity recognition, problem-solution fit, and formulation of viable Proofs of Concept (PoCs).	Understand
03	To demonstrate enhanced creative thinking, risk awareness, and problem-solving skills in entrepreneurial contexts through participation in specialized training, bootcamps, or online programs.	Apply
04	To build early-stage entrepreneurial confidence and ecosystem exposure by engaging with tools, mentors, and platforms that support ideation and prototyping.	Apply



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Teaching and Examination Scheme:

(in Total Hours (TH) per semester)					Total Credits =TH/30	Assessment Pattern & marks					Total Marks
L	T	PR	PBL*	TH	C	Theory		Tutorial / Practical			
						ESE (E)	PA (M)	PA (I)	PBL (I)	ESE (V)	
0	0	90	0	90	3	0	0	100	0	0	100

* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.

Course Guidelines:

- All students are required to enroll in at least one external course or skill development program (online or offline) beyond classroom learning during the semester.
- The minimum duration of the **enrolled course/program must be 40 hours**. Students may choose to enroll in multiple shorter programs to cumulatively meet this requirement.
- Enrollment alone is not sufficient; students must submit valid certificates of completion for each course or program to be eligible for internal and external evaluation.
- Courses must be relevant to the student's startup idea or entrepreneurial interest area, aligning with the ideation, opportunity scouting, or PoC development stage.
- The certificate(s) must clearly state the number of hours completed. If not mentioned, the duration will be assumed as 5 hours per day of training.
- Students must compile and submit all certificates in a spiral-bound file, along with a 500-word reflective summary for each course. The summary should highlight key learnings, skills gained, and relevance to their entrepreneurial journey.
- Participation in events such as Wadhvani Foundation bootcamps, MOOCs, startup accelerators, IPR training, Ideathons, or workshops will be considered valid only if accompanied by a completion certificate.

Suggested Learning Resources:

Students are encouraged to enroll in skill development programs that directly support their entrepreneurial journey, particularly those aligned with ideation, innovation, and early-stage venture development. Recommended learning resources include:



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- MOOCs (Massive Open Online Courses) on topics such as entrepreneurship, business model development, startup finance, and lean startup methodologies (e.g., platforms like Coursera, edX, Udemy, Swayam, FutureLearn).
- IPR Training Programs focused on intellectual property rights, patent filing, copyright, trademarks, and startup legalities.
- Startup Bootcamps & Accelerators offering intensive mentoring, prototyping support, and early-stage venture development assistance.
- Ideathon and Hackathon Workshops to practice problem-solving, opportunity validation, and pitch development.
- Design Thinking Workshops that build empathy-driven innovation, prototyping, and user-centric solution development.
- Startup Demo Days or Investor Meets for exposure to real-world venture pitching, funding processes, and market validation.
- Online Certification Courses in areas such as innovation management, product development, digital marketing for startups, venture creation, and startup operations.

Students are advised to select programs that are directly relevant to their proposed startup or domain of interest and can contribute to their Proof-of-Concept or MVP development.

CO-PO Mapping

Semester-1	Skill Certifications-1				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	-	1	-
CO2	2	3	-	1	-
CO3	-	1	2	3	-
CO4	-	1	-	2	3