



Model Curriculum

NOS Name: Basics of Entrepreneurial Practice and Governance

NOS Code: IID/N0057

NOS Version: 1.0

NSQF Level: 5

Model Curriculum Version: 1.0

Samadhan Samiti

2nd Floor, Siddhivinayak Building, 27/1/B Samadhan Tower, Gokhale Marg Lucknow - 226001

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Training Parameters

Sector	Management																
Sub-Sector	Entrepreneurship																
Occupation	Entrepreneur																
Country	India																
NSQF Level	5																
Aligned to NCO/ISCO/ISIC Code																	
Minimum Educational Qualification and Experience	<p>a. Entry Qualification & Relevant Experience:</p> <table border="1"> <thead> <tr> <th>S. No.</th> <th>Academic/Skill Qualification (with Specialization - if applicable)</th> <th>Required Experience (with Specialization - if applicable)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Completed 2nd year of 3-year/ 4-years UG or Pursuing 2nd year of 3-year/ 4-years UG and continuing education or Completed 2nd year of diploma (after 12th) or Pursuing 2nd year of 2-year diploma after 12th</td> <td>No Experience required</td> </tr> <tr> <td>2</td> <td>Completed 3-year diploma (after 10th)</td> <td>1.5 Years of relevant professional experience.</td> </tr> <tr> <td>3</td> <td>12th Grade pass</td> <td>3 Years of relevant professional experience.</td> </tr> <tr> <td>4</td> <td>Previous relevant Qualification of NSQF Level 4.5</td> <td>1.5 Years of relevant professional experience.</td> </tr> </tbody> </table> <p>Age: 18</p>		S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)	1	Completed 2nd year of 3-year/ 4-years UG or Pursuing 2nd year of 3-year/ 4-years UG and continuing education or Completed 2nd year of diploma (after 12th) or Pursuing 2nd year of 2-year diploma after 12th	No Experience required	2	Completed 3-year diploma (after 10th)	1.5 Years of relevant professional experience.	3	12th Grade pass	3 Years of relevant professional experience.	4	Previous relevant Qualification of NSQF Level 4.5	1.5 Years of relevant professional experience.
S. No.	Academic/Skill Qualification (with Specialization - if applicable)	Required Experience (with Specialization - if applicable)															
1	Completed 2nd year of 3-year/ 4-years UG or Pursuing 2nd year of 3-year/ 4-years UG and continuing education or Completed 2nd year of diploma (after 12th) or Pursuing 2nd year of 2-year diploma after 12th	No Experience required															
2	Completed 3-year diploma (after 10th)	1.5 Years of relevant professional experience.															
3	12th Grade pass	3 Years of relevant professional experience.															
4	Previous relevant Qualification of NSQF Level 4.5	1.5 Years of relevant professional experience.															
Pre-Requisite License or Training	NA																
Minimum Job Entry Age	18 years																
Last Reviewed On	13th February 2026																
Next Review Date	12th February 2029																
NSQC Approval Date	13th February 2026																
QP Version	1.0																
Model Curriculum Creation Date	13th February 2026																

Model Curriculum Valid Up to Date	12th February 2029
Model Curriculum Version	1.0
Minimum Duration of the Course	90 Hours 00 Minutes
Maximum Duration of the Course	90 Hours 00 Minutes

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Identify and explain different business models, their importance, and their role in entrepreneurial success.
- Recognize entrepreneurial motivation and describe its contribution to sustaining ventures.
- Outline methods for generating business ideas and evaluating their feasibility.
- Classify customer segments and describe the principles of market targeting.
- Conduct competitor analysis and explain positioning strategies.
- Compare business structures, highlighting their legal and operational characteristics.
- Select appropriate business entity types and discuss their implications.
- Describe basic legal and financial requirements for establishing a business.
- Explain the structure, scope, and purpose of corporate social responsibility (CSR).
- Illustrate the role of ethics in ensuring sustainable business operations.
- Define organizational roles and responsibilities for operational efficiency.
- State the significance of an ethical code of conduct in business practice.

Compulsory Modules

The table lists the modules and their duration corresponding to the respective NOS.

NOS and Module Details	Theory Duration (in Hours)	Practical Duration (in Hours)	Project Work Duration (in Hours)	On-the-Job Training Duration (Recommended)	Total Duration (in Hours)
IID/N0057: Basics of Entrepreneurial Practice and Governance NOS Version No. 1 NSQF Level 5	30	60	0	0	90
Module 1: Basics of Entrepreneurial Practice and Governance	30	60	0	0	90
Total Duration	30	60	0	0	90

Module Details

Module 1: Basics of Entrepreneurial Practice and Governance

Mapped to IID/N0057

Terminal Outcomes:

- Identify and analyze different business models, entrepreneurial motivations, and idea generation approaches for establishing ventures.
- Interpret customer segmentation, competitor positioning, and market targeting strategies to design suitable business opportunities.
- Evaluate legal, financial, and structural requirements of business entities, including ethical and CSR practices, for sustainable operations.
- Prepare practical business documents such as surveys, reports, validation sheets, CSR frameworks, and codes of conduct for operational clarity.

Duration: 30:00 Hours	Duration: 60:00 Hours
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<p>By the end of this module, learners will be able to:</p> <ul style="list-style-type: none"> • Explain the meaning of entrepreneurship and different types of business entities with benefits and limitations of each entity. • List various business models and state their importance. • Give a basic description of entrepreneurial motivation and its role in ventures. • Explain the concept of group entrepreneurship and how it functions. • Describe cluster-based entrepreneurship and its role in local economic development. • Explain co-operative based entrepreneurship and its key principles. • differentiate between individual, group, cluster, and co-operative entrepreneurship models • Describe approaches to generate business ideas and check their feasibility. • List customer segments and outline the concept of market targeting. • Describe competitor study and outline positioning strategies. • Compare business structures and state their legal and operational features. 	<p>By the end of this module, learners will be able to:</p> <ul style="list-style-type: none"> • Identify suitable entity types for different business ideas • Classify given business examples into individual, group, cluster, or co-operative entrepreneurship • Map roles and responsibilities in a group entrepreneurship model • Demonstrate how cluster-based entrepreneurship operates within a specific region or industry • Prepare a simple structure of a co-operative enterprise • Make a sample survey form to find customer groups. • Make a sample report on competitors and their market position. • Create an idea validation sheet using customer feedback. • Fill a sample application for getting business licenses. • Draft an evaluation matrix to compare ethical and unethical decisions. • Maintain a sample staff evaluation sheet for accountability. • Identify common financial risks such as loss of money, high expenses, and low income in business activities.

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|---|---|
| <ul style="list-style-type: none"> • List suitable business entity types and state their implications. • State basic legal and financial requirements for starting a business. • Understand financial and legal risks associated with entrepreneurship and how they can affect a business. • Understand the structure and purpose of corporate social responsibility (CSR). • State the role of ethics in business operations and sustainability. • List organizational roles and responsibilities for operational clarity. • State the purpose of an ethical code of conduct in business. | <ul style="list-style-type: none"> • Identify legal risks related to licenses, taxes, contracts, and business rules. • Observe business operations in popular business model to spot risk areas that may cause financial or legal problems. • Prepare a CSR need-mapping report showing community needs. • Draft a sample CSR structure for a small business. • Write a sample code of conduct document for an enterprise. |
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Classroom Aids:

Computer, Projector, White Board, Marker and Duster.

Tools, Equipment and Other Requirements

MS Office

Mentorship and handholding support for enterprise establishment may also be availed by students through our Incubator, the Institute for Industrial Development (IID), which operates in partnership with the Ministry of MSME, Government of India. IID has a strong network of over 2,000 industry mentors who will guide and support these candidates throughout their enterprise development journey. IID will provide mentoring and handholding support to candidates throughout the enterprise development journey for a period of six months.

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
MBA from a UGC Recognized University with More than 5 years of business or consultancy experience.	Business Consultation, Management, and Entrepreneurship	5	Business Consultation, Management, and Entrepreneurship	NA	NA	NA

Trainer Certification

Trainer Certification	
Domain Certification	Platform Certification
The Trainer must be certified for the Qualification: “Basics of Entrepreneurial Practice and Governance”, having NOS Code: “IID/N0057, v1.0”, with Minimum score of 80%.	Recommended that the Trainer is certified for the Qualification: “Trainer (VET and Skills)”, having Qualification Code: MEP/Q2601, v3.0, with Minimum score of 80%.

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
MBA from a UGC Recognized University with More than 5 years of business or consultancy experience.	Business Consultation, Management, and Entrepreneurship	3	Business Consultation, Management, and Entrepreneurship	NA	NA	NA

Assessor Certification

Assessor Certification	
Domain Certification	Platform Certification
The Assessor must be certified for the Qualification: “Basics of Entrepreneurial Practice and Governance”, having NOS Code: “IID/N0057, v1.0”, with Minimum score of 80%.	Recommended that the Assessor is certified for the Qualification: “Assessor (VET and Skills)”, having Qualification Code: MEP/Q2701, v3.0, with Minimum score of 80%.

Assessment Strategy

Assessment Overview: The purpose of this assessment SOP is to provide a structured and transparent process for evaluating students for the qualification "Basics of Entrepreneurial Practice and Governance". This process aims to identify candidates who possess the skills, knowledge, and potential to excel in this field, ensuring that only the most suitable students are selected.

To achieve this, the assessment will be conducted through a multi-faceted approach, including a written assessment, case study analysis, MCQ based segment-wise final tests, development, and evaluation of a comprehensive project report based on experiential learning, and a viva voce examination on the project work undertaken by the students.

Assessment Methods: The assessment for the online course "Basics of Entrepreneurial Practice and Governance" involves a multi-faceted approach to thoroughly evaluate candidates' qualifications and suitability. The key methods include:

- **Written Assessment:** The written assessment is an online test designed to evaluate candidates' knowledge of entrepreneurship technology, business concepts, and industry trends. This test emphasizes technical understanding, analytical skills, and theoretical knowledge relevant to the course. Candidates are required to complete written assignments and case studies simulating scenarios encountered in the entrepreneurship industry, which assess their critical thinking, problem-solving, and decision-making skills.
- **Case Study Analysis:** Candidates are provided with real-world scenarios related to entrepreneurship. They are expected to analyze these cases, identify problems, propose solutions, and demonstrate their problem-solving and decision-making skills. This method assesses the practical application of theoretical knowledge and entrepreneurial thinking.
- **MCQ-Based Segment-Wise Final Tests:** Multiple-choice questions (MCQs) are used to test candidates' knowledge and understanding across different segments of the course. These tests are structured to evaluate comprehension of key concepts, retention of information, and the ability to apply knowledge in various contexts.
- **Development and Evaluation of Comprehensive Project Work:** Candidates must execute a detailed project work based on experiential learning, involving real-world application, research, planning, and execution related to entrepreneurship manufacturing and entrepreneurship. The project report is evaluated for originality, depth of analysis, feasibility of the business plan, and practical insights. This assessment measures candidates' ability to apply theoretical knowledge in a practical context.
- **Viva Voce Examination on Project Work:** The viva voce is an oral examination that assesses candidates' understanding of their project, their ability to defend their work, clarity of thought, and communication skills. It also evaluates their critical thinking and

responsiveness to feedback, ensuring a comprehensive understanding and practical capability in entrepreneurship.

Assessment Criteria: The assessment criteria for each assessment method will be aligned with the learning outcomes of the qualification. Criteria may include:

- **Technical Knowledge:** Evaluation of understanding of entrepreneurship technology and application of theoretical concepts.
- **Business Concepts:** Assessment of knowledge related to business management, market analysis, and entrepreneurship.
- **Analytical Skills:** Ability to analyze information, draw conclusions, and solve problems effectively.
- **Problem Identification:** Skill in identifying key issues and challenges in the provided case study.
- **Critical Thinking:** Ability to evaluate different aspects of the case and provide a well-reasoned analysis.
- **Application of Knowledge:** Ability to apply theoretical knowledge to practical scenarios.
- **Retention of Information:** Demonstration of retention and understanding of key concepts.
- **Project Planning and Execution:** Thoroughness and feasibility of the business plan and project execution.
- **Research and Analysis:** Depth of research, data collection, and analysis presented in the report.
- **Understanding of Project:** Depth of understanding and clarity of thought regarding the project work.
- **Overall Presentation:** Confidence, clarity, and professionalism during the viva voce examination.

Assessment Schedule: Assessment tasks will be distributed throughout the duration of the qualification to ensure ongoing feedback and opportunities for improvement. The final project report and viva voce examination will typically be scheduled towards the end of the qualification, allowing students to integrate and apply their learning from the entire program.

Assessment Integrity: To ensure the integrity of the assessment process, all assessments will be conducted in accordance with the institution's policies and procedures. Measures will be in place to prevent plagiarism and cheating, and assessments will be marked by qualified and impartial assessors, as elaborated in Qualification File.

Conclusion: The assessment strategy outlined above aims to provide a rigorous and comprehensive evaluation of students' knowledge, skills, and competencies in managing a car wash business. By combining written assignments, tests, project work, and viva voce examinations, the assessment strategy ensures that students are well-prepared to succeed in the dynamic and competitive car wash industry.

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
SOP	Standard Operating Procedure
WI	Work Instructions
PPE	Personal Protective equipment