

## Model Curriculum



# Model Curriculum

**NOS Name: Basics of Marketing and Scaling Strategies for Entrepreneurs**

**NOS Code: IID/N0060**

**Qualification Version: 1.0**

**NSQF Level: 5**

**Model Curriculum Version: 1.0**

**Samadhan Samiti**

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

## Table of Contents

Training Parameters .....	3
Program Overview .....	5
Training Outcomes.....	5
Compulsory Modules.....	5
IID/N0060: Basics of Marketing and Scaling Strategies for Entrepreneurs .....	5
Module Details.....	6
Module 1: Basics of Marketing and Scaling Strategies for Entrepreneurs .....	6
Annexure.....	8
Trainer Requirements.....	8
Assessor Requirements .....	8
Assessment Strategy .....	10
References.....	12
Glossary .....	12
Acronyms and Abbreviations.....	13

## Training Parameters

<b>Sector</b>	Management															
<b>Sub-Sector</b>	Entrepreneurship															
<b>Occupation</b>	Entrepreneur															
<b>Country</b>	India															
<b>NSQF Level</b>	5															
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO 2015/1120.3500															
<b>Minimum Educational Qualification and Experience</b>	<p><b>a. Entry Qualification &amp; Relevant Experience:</b></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.														
<b>Pre-Requisite License or Training</b>	NA															
<b>Minimum Job Entry Age</b>	18 years															
<b>Last Reviewed On</b>	13th February 2026															
<b>Next Review Date</b>	12th February 2029															
<b>NSQC Approval Date</b>	13th February 2026															
<b>QP Version</b>	1.0															
<b>Model Curriculum Creation Date</b>	13th February 2026															

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

- Define the concept of market segmentation and state its business advantages.
- Describe branding strategies and explain their role in growth.
- Outline the key steps of a go-to-market plan.
- Identify common customer-facing content types such as posts, ads, or scripts.
- Illustrate the role of data analytics in measuring and improving campaigns.
- Create charts or layouts for product grouping and retail planning.
- Upload and manage sample products on platforms like ONDC, Amazon, or Flipkart.
- Prepare digital marketing basics including ads, SEO, and social media content.
- Connect marketing strategies with business goals and growth decisions.
- Compare methods of business expansion including franchise and joint venture.
- Summarize the IPO process, including SEBI rules for listing.
- Draft a simple financial summary or report highlighting key points for stakeholders.

### 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)
<b>IID/N0060: Basics of Marketing and Scaling Strategies for Entrepreneurs</b> NOS Version No. 1 NSQF Level 5	30	60	0	0	90
<b>Module 1: Basics of Marketing and Scaling Strategies for Entrepreneurs</b>	30	60	0	0	90
<b>Total Duration</b>	<b>30</b>	<b>60</b>	<b>0</b>	<b>0</b>	<b>90</b>

## Module Details

### Module 1: Basics of Marketing and Scaling Strategies for Entrepreneurs

*Mapped to IID/N0060*

#### Terminal Outcomes:

- Explain market segmentation, branding, and digital marketing strategies to support business growth.
- Prepare go-to-market plans, customer content, and product grouping for effective retail and online sales.
- Apply data-driven tools and e-commerce platforms to improve marketing performance and business reach.
- Analyze business expansion and exit strategies, including IPOs, valuation, and financial reporting for stakeholders.

<b>Duration: 30:00 Hours</b>	<b>Duration: 60:00 Hours</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<p>By the end of this module, learners will be able to:</p> <ul style="list-style-type: none"> <li>• List the meaning of market segmentation and its use in business.</li> <li>• Understand the idea of branding and its importance for business growth.</li> <li>• Outline the main parts of a go-to-market plan.</li> <li>• List common types of content made for customers.</li> <li>• State the role of data in improving marketing campaigns.</li> <li>• Identify product grouping and retail strategies.</li> <li>• List the basics of digital marketing.</li> <li>• Understand how platforms like ONDC, Amazon, and Flipkart support sales.</li> <li>• Understand the link between marketing plans and business goals.</li> <li>• List the factors that guide decisions on business growth.</li> <li>• Understand franchise and joint venture as ways to expand a business.</li> <li>• State the role of IPOs in business growth.</li> <li>• List the SEBI rules for listing a company.</li> <li>• Describe the purpose and structure of the Government e-Marketplace (GeM) portal.</li> </ul>	<p>By the end of this module, learners will be able to:</p> <ul style="list-style-type: none"> <li>• Do a small survey to group customers.</li> <li>• Create sample digital content such as a post, ad copy, or script.</li> <li>• Use Excel or Google Analytics to study campaign data.</li> <li>• Make a chart for product grouping and store layout.</li> <li>• Upload a product on an e-commerce platform like ONDC or Amazon.</li> <li>• Draft a mock IPO application with required documents.</li> <li>• Make a financial summary report for stakeholder presentation.</li> <li>• Register a seller account on the GeM portal and explore its main features and dashboard.</li> <li>• List a sample product on the GeM portal and practice basic bidding and order tracking steps.</li> <li>• Prepare a simple marketing plan using both digital and offline channels to improve customer reach.</li> <li>• Track market trends and customer feedback using basic tools and record inputs for business scaling decisions.</li> </ul>

- Explain the process of product registration, listing, bidding, and order management on the GeM portal.
- Describe the role of marketing strategies in increasing customer reach and sales.
- Explain the use of digital and offline marketing channels to support business expansion.
- Describe the importance of market trends and customer feedback in scaling decisions.
- List the need for preparing correct financial statements for stakeholders.

**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 Marketing and Scaling Strategies for Entrepreneurs”, mapped to NOS Code: “IID/N0060, v1.0”, Minimum accepted score is 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	5	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 Marketing and Scaling Strategies for Entrepreneurs”, mapped to NOS Code: “IID/N0060, v1.0”, Minimum accepted score is 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 Marketing and Scaling Strategies for Entrepreneurs". 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 Marketing and Scaling Strategies for Entrepreneurs" 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
<b>Declarative Knowledge</b>	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.
<b>Key Learning Outcome</b>	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).
<b>OJT (M)</b>	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
<b>OJT (R)</b>	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
<b>Procedural Knowledge</b>	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.
<b>Training Outcome</b>	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
<b>Terminal Outcome</b>	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