22 CREDIT PROGRAM

INNOVATION AND ENTREPRENEURSHIP

June 1st 2024 - May 31st 2025

Connecting Innovators with investors network, through mentoring from successful businesses owners.

Supporting your innovative idea, to transform into successful business venture and qualify for funding.

START YOUR BUSINESS

स्वत:च्या क्षमतेनुसार व परिसराच्या गरजेनुसार यशस्वी उद्योग सुरू करण्यासाठी चा मार्गदर्शक प्रोग्राम

APPLY NOW

MACCIA 100 Apex Chamber of the State 1927-2027
MAHARASHTRA CHAMBER OF COMMERCE, INDUSTRY & AGRICULTURE

ज्ञानगंगा घरोघरी

INNOVERSITY
SCIENTIFIC JUGAAD FUNDA
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Program, Credit and Evaluation Information:

Program Name: Innovation and Entrepreneurship (IAE)
Credits: 22 Credits
Eligibility Criteria: Education: SSC and above.10th Pass and above. **Age:** 18 years and above.
Resources required: A mobile digital device for content access and internet connectivity.
Duration:
Minimum: 6 Months.
Maximum: 1 Year.
Program Structure:

Sr. No	Course Name	Credit	Marks
1	Industry Induction and Awareness (IIA)	2	50
2	Skill, Aptitude and SWOT Analysis (SASA)	2	50
3	Industry Connect Activity (ICA)	4	100
4	Innovation & Technology Commercialization (ITC)	4	100
5	Idea Resonator (IDR)	4	100
6	Idea Accelerator (IAC)	4	100
7	Start-up Accelerator (SACC)	2	50

Evaluation Pattern:

Number of Credits	MACCIA-INNOeVERSITY (Final Online Exam)	Continuous Assessment	Total Marks	Passing Marks
2	25	25	50	20
2	25	25	50	20
4	50	50	100	40
4	50	50	100	40
4	50	50	100	40
4	50	50	100	40

2	25	25	50	20

Number of Credits	**Internal Assessment**		**External Assessment**		**Total Marks**	
	Minimum Marks	Maximum Marks	Minimum Marks	Maximum Marks	Minimum Marks	Maximum Marks
2	10	25	10	25	20	50
2	10	25	10	25	20	50
4	20	50	20	50	40	100
4	20	50	20	50	40	100
4	20	50	20	50	40	100
4	20	50	20	50	40	100
2	10	25	10	25	20	50

Number of Counseling Session

Sr.No	Course Name	Credit	Number of Sessions	Mode/ Method
1	Industry Induction and Awareness (IIA)	2	2	Online
2	Skill, Aptitude and SWOT Analysis (SASA)	2	2	Online
3	Industry Connect Activity (ICA)	4	5	Online
4	Innovation & Technology Commercialization (ITC)	4	5	Online
5	Idea Resonator (IDR)	4	5	Online
6	Idea Accelerator (IAC)	4	5	Online
7	Start-up Accelerator (SACC)	2	7	Online

Content Development Status

1. Videos

Sr. No	Course Name	Credit	Number of Video Lectures	No. of Hours
1	Industry Induction and Awareness (IIA)	2	29- 32	20 Hours
2	Skill, Aptitude and SWOT Analysis	2	24- 26	20 Hours

	(SASA)			
3	Industry Connect Activity (ICA)	4	16-18	40 Hours
4	Innovation & Technology Commercialization (ITC)	4	16-18	40 Hours
5	Idea Resonator (IDR)	4	33-35	40 Hours
6	Idea Accelerator (IAC)	4	38-40	40 Hours
7	Start-up Accelerator (SACC)	2	16-18	20 Hours

2. E-books/ Self Instructional Material

Sr. No	Course Name	Credit	Number of Units	No. of pages
1	Industry Induction and Awareness (IIA)	2	29- 32	180
2	Skill, Aptitude and SWOT Analysis (SASA)	2	24- 26	180
3	Industry Connect Activity (ICA)	4	16-18	360
4	Innovation & Technology Commercialization (ITC)	4	18-20	360
5	Idea Resonator (IDR)	4	33-35	360
6	Idea Accelerator (IAC)	4	25-28	360
7	Start-up Accelerator (SACC)	2	38-40	180

Program Objective and Program Learning Outcomes:

1. Innovation and Entrepreneurship (IAE)

a. ***Program Objective:*** The "22 Credit Innovation and Entrepreneurship Skill Program" aims to enhance students' business understanding and entrepreneurial capabilities through industry-specific training, skill development, and practical problem-solving. By connecting students with industry partners and fostering hands-on experience, the program prepares them to navigate the professional world effectively and to launch successful entrepreneurial ventures.

b. ***Program Learning Outcomes:*** After completing program, the student should be able to Demonstrate Develop a comprehensive understanding of industry structures, practices, and expectations. Conduct skill and aptitude assessments to create personalized career development plans. Engage in industry internships, demonstrating critical thinking and problem-solving skills. Distinguish between invention and innovation, applying readiness levels and IPR knowledge. Generate and evaluate innovative ideas through structured problem identification and ideation techniques. Assess the feasibility and commercial viability of ideas, developing business models and financial plans. Navigate statutory and regulatory compliance, securing funding and scaling start-ups effectively.

Program Schedule:

Sr. No.	Activity	Duration (Minimum)	Approx. Start Date	Comment
1	Admission and Program enrollment	One Month	1st June and 1st December	Duration for students to apply, pay fees and confirm admission for the program.
2	Industry Induction and Awareness (IIA) 2 Credit:	One month	1St July and 1st January	**Eligibility:** Minimum 10th Pass (Graduate students can fetch more benefits)
3	Skill, Aptitude, and SWOT Analysis (SASA) 2 Credit:	One month	1St August 2024	**Eligibility:** Successful completion of Industry Induction and Awareness Course.
4	Industry Connect Activity (ICA) 4 Credit:	One Month	1st September 2024	**Eligibility:** Successful completion of **SASA** and Radar Charts are ready.
5	Innovation & Technology Commercialization (ITC) 4 Credit and Idea Resonator (IDR 4 Credit)	Two Month	1st October 2024	**Eligibility:** Successful completion of **ICA** and completion of problem capturing activity.
6	Idea Accelerator (IAC) 4 Credit and Start-Up Accelerator (SACC) 2 Credit	Two Month	1st October	**Eligibility:** Successful completion of **ICA** and completion of problem capturing activity.
7	Improvement Opportunity and time for preparation of final exam.	Half Month	1st December 2024	Opportunity to improve performance by reappearing to internal test, assignments if necessary.
6	Final exam and Announcement of Result & Issue of certificate:	Half Month	15th December	Final evaluation. Result, and Certification.

Note: Dates may vary slightly under unavoidable circumstances. Students can complete the course at their own pace. Students have a maximum of one year for completion of their program. Final exam will be conducted as per every batch schedule. Two batches every year. Batch-I July to December, and batch-II January to June Every year.

Program Fees Structure:

(Please Note: There may be slight changes in the total fees to be paid. Please follow the instructions, and fees payment structure as per the YCMOU official website for admission and payment of fees.)

Program Execution and Duration:

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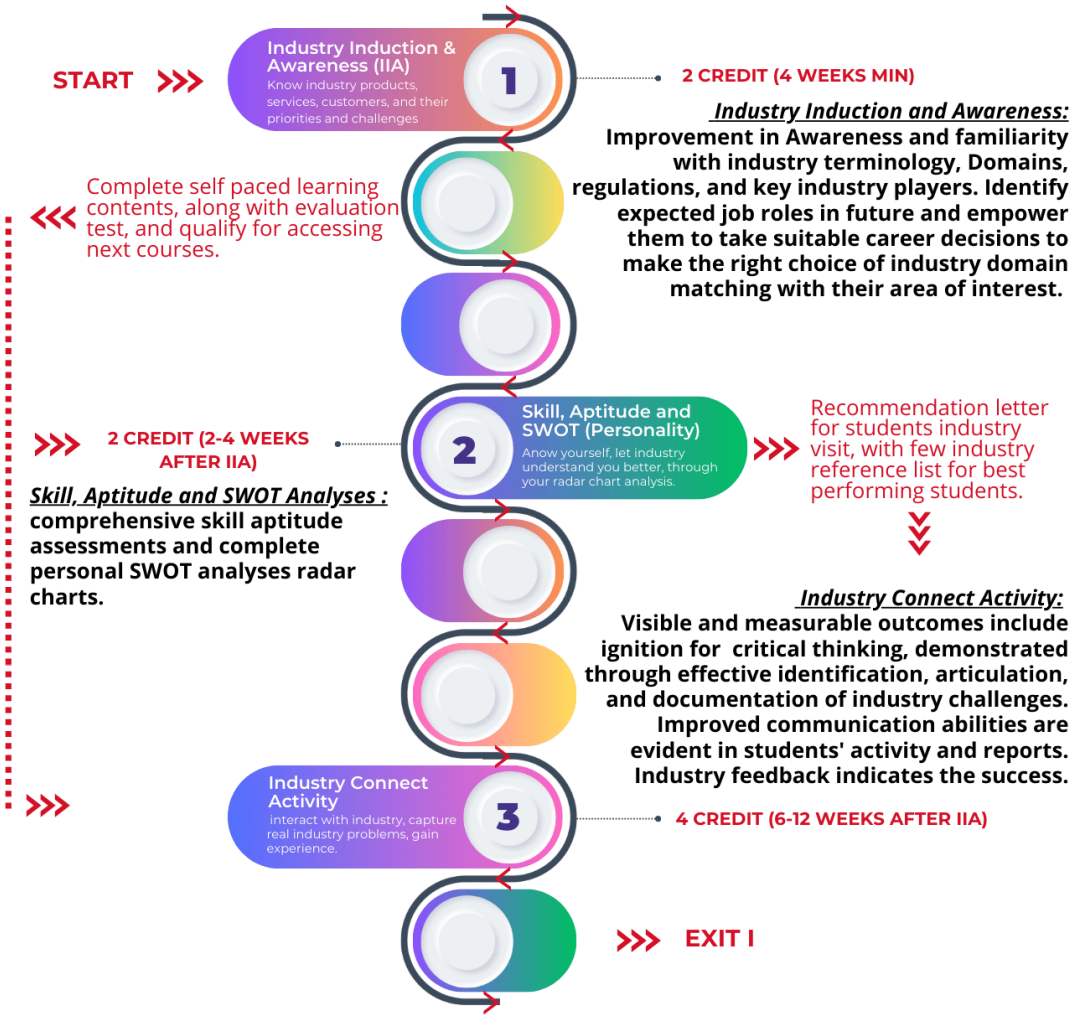
22 Credit "Innovation and Entrepreneurship" Phase-I



Documentation, Digitisation and validation of the captured problem statement. learner have flexibility to complete the program in less time as per their pace and ability. Certificate will be issued only after completion of all assignment and activity as per the program evaluation criteria.

CERTIFICATE OF EXPERIENCE, AND 8 CREDIT INDUSTRY CONNECT INTERNSHIP PROGRAM COMPLETION CERTIFICATE.

ENABLE ACCESS TO NEXT COURSES TO QUALIFY FOR BUILDING EMPLOYABILITY SKILLS CERTIFICATE

ENABLE ACCESS TO NEXT COURSES TO QUALIFY FOR INNOVATION AND ENTREPRENEURSHIP CERTIFICATE

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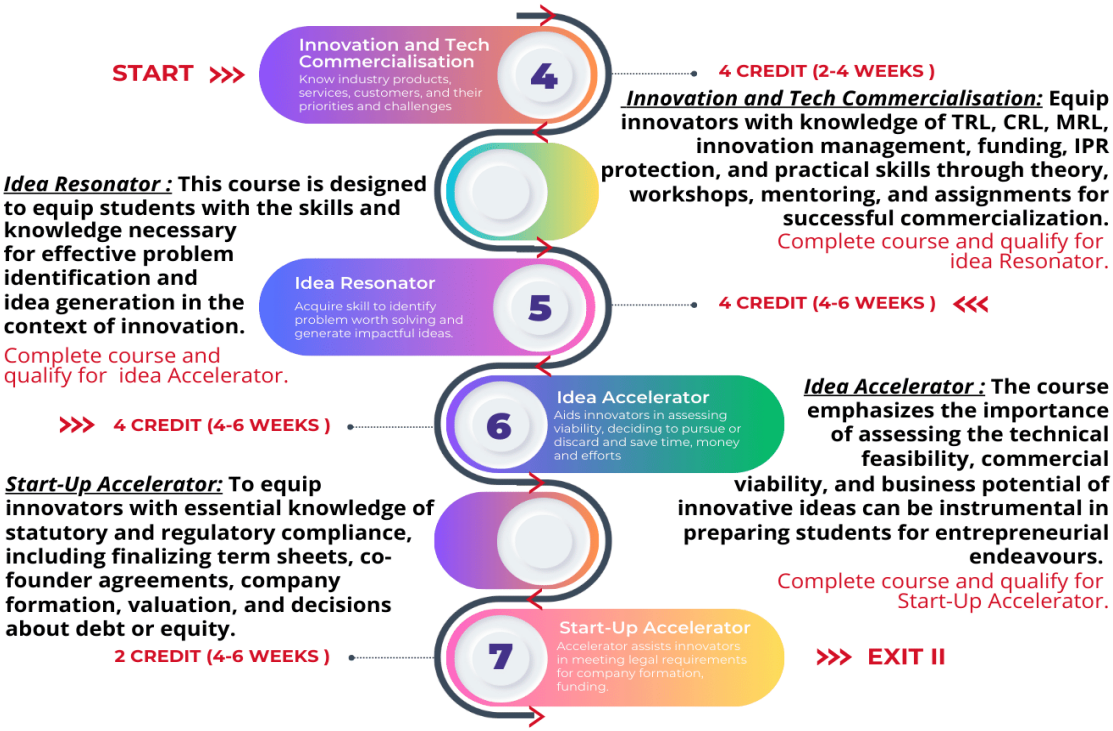
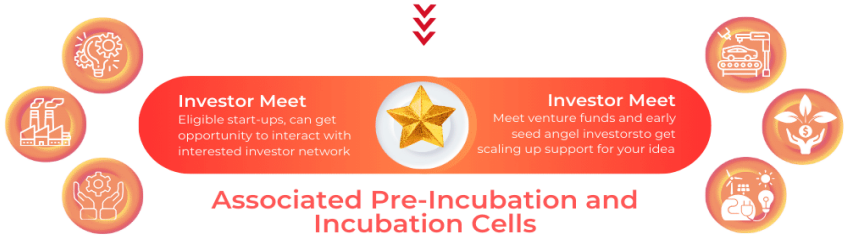
22 Credit "Innovation and Entrepreneurship" Phase-II

ALL LEARNERS WHO SUCCESSFULY COMLETED 8 CREDIT "INDUSTRY CONNECT INTERNSHIP" CERTIFICATE PROGRAM



CERTIFICATE OF EXPERIENCE AND PROGRAM COMPLETION

Candidates who successfully forms DPIIT Recognised Start-Ups, shall qualify to apply for government seed funding through incubator network, and also will qualify for investor meet.



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Course Objectives and Course Learning Outcomes:

1. ***Industry Induction and Awareness (IIA) 2 Credit:***
   a. ***Course Objectives:*** Industry induction and awareness is an effort introducing individuals to the industry specific practices, norms, and expectations within various industry domains. It involves providing newcomers with comprehensive information about the industry's structure, operations, key players, and current trends. This induction aims to familiarize individuals with the unique challenges, opportunities, and dynamics of the industry, enabling them to navigate effectively within it.
   b. ***Course Learning Outcomes:*** Comprehensive and Improved understanding of the industry's structure, practices, and expectations. Improvement in Awareness and familiarity with industry terminology, Domains, regulations, and key industry players. Identify expected job roles in future and empower them to take suitable career decisions to make the right choice of industry domain matching with their area of interest.

2. ***Skill, Aptitude, and SWOT Analysis (SASA) 2 Credit***
   a. ***Course Objectives:*** The course and associated tests aim to equip students with essential skills in career planning, goal setting, and personal development through Skill Aptitude and Personal SWOT Analysis. By understanding skill assessment techniques and conducting personal SWOT analyses, students shall articulate clear career goals, develop personalized development plans, and enhance self-awareness. They shall also improve decision- making skills, ensuring they make informed choices about their academic and professional paths.
   b. ***Course Learning Outcomes:*** Upon completion of the course, students shall demonstrate the ability to conduct comprehensive skill aptitude assessments and personal SWOT analyses. They shall articulate clear and achievable career goals, supported by evidence from their analyses. Moreover, by emphasizing accountability and responsibility for their career outcomes, learners shall try to proactively seek opportunities, overcome challenges, and adapt to changing circumstances. This mindset shift shall help them avoid attributing success or failure solely to external factors such as institutions, placement agencies, parental or other external influence. Instead, they shall learn to leverage their strengths, address weaknesses, and seize opportunities to shape their desired career path.

3. ***Industry Connect Activity (ICA)4 Credit***
   a. ***Course Objectives:*** A course fostering a problem-centric approach to industry internships is crucial, instilling skills vital for addressing real-world challenges. Emphasizing structured problem identification, articulation, and documentation, it equips students with critical thinking, communication, and analytical abilities essential for professional success. By preparing them to tackle industry issues proactively, the course not only enhances their learning experience but also cultivates valuable skills sought after by employers, fostering future career readiness.
   b. ***Course Learning Outcomes:*** Visible and measurable outcomes include enhanced critical thinking skills demonstrated through effective identification, articulation, and documentation of industry challenges. Improved communication abilities are evident in students' presentations and reports. Feedback from industry partners indicates the success of students' problem-centric contributions. Number of industries connected,

and number of problems captured demonstrates Increased confidence, independence, and long-term career readiness are observable outcomes, showcasing the course's effectiveness.

4. ***Innovation & Technology Commercialization (ITC) 4 Credit***
   a. ***Course Objectives:*** To equip innovators with a comprehensive understanding of the distinctions between invention and innovation, as well as concepts such as Technology Readiness Level, Commercialisation Readiness Level, and Manufacturing Readiness Level. The course also covers IPR protection, innovation management, and incubation through theory, workshops, mentoring, and practical assignments.
   b. ***Course Learning Outcomes:*** Distinguish between invention and innovation. Understand and apply Technology, Commercialisation, and Manufacturing Readiness Levels. Protect intellectual property through IPR knowledge. Manage innovation and incubation processes effectively. Gain practical experience through workshops, mentoring, and assignments.

5. ***Idea Resonator (IDR) 4 Credit***
   a. ***Course Objectives:*** This course is designed to equip students with the skills and knowledge necessary for effective problem identification and idea generation in the context of innovation. Through a series of modules, students will learn various techniques and methodologies to recognize, scope, and evaluate problems, as well as to generate, evaluate, and communicate innovative ideas. The course emphasizes practical application through hands-on activities, case studies, and collaborative projects, preparing students to address real-world challenges with creativity, critical thinking, and ethical consideration.
   b. ***Course Learning Outcomes:*** Recognize the importance of problem identification in innovation and its impact on solution effectiveness. Utilize various techniques for idea clustering, problem scoping, research, and interdisciplinary collaboration. Apply ideation techniques such as brainstorming, mind mapping, and design thinking to generate innovative ideas. Critically evaluate and prioritize ideas based on predefined criteria, using methods like SWOT analysis and feasibility assessment.

6. ***Idea Accelerator (IAC) 4 Credit***
   a. ***Course Objectives:*** The course emphasizes the importance of assessing the technical feasibility, commercial viability, and business potential of innovative ideas can be instrumental in preparing students for entrepreneurial endeavours. Through lectures, case studies, workshops, and interactive discussions, students will learn key concepts such as market analysis, technology assessment, financial planning, and business model development. The course will also cover risk management, pitching techniques, and investor relations to help students develop a comprehensive understanding of the idea acceleration process.
   b. ***Course Learning Outcomes:*** After completion, student should be able to Understand the idea acceleration process and its importance in innovation. Conduct market analysis and assess market opportunities. Evaluate the technical feasibility of ideas and

assess technology readiness. Develop financial plans and allocate resources effectively. Develop and refine business models for proposed ideas. Identify, assess, and mitigate risks associated with idea acceleration. Pitch ideas effectively and build relationships with investors.

7. ***Start-Up Accelerator (SACC) 2 Credit***
   a. ***Course Objectives:*** To equip innovators with essential knowledge of statutory and regulatory compliance, including finalizing term sheets, co-founder agreements, company formation, valuation, and decisions about debt or equity. The course aims to prepare innovators to confidently engage with investors, bridging the gap for successful funding and scaling.
   b. ***Course Learning Outcomes:*** After completion of the course, the innovator should be able to Understand and navigate statutory and regulatory compliance. Finalize term sheets and co-founder agreements. Complete company formation and associated banking processes. Assess company valuation and make informed debt or equity decisions. Confidently present to investors, securing funding for scaling and register start-up under DPIIT registration portal.

Why to Join the Program:

Candidates with entrepreneurial inclination should join this "22 Credit Innovation and Entrepreneurship Skill Program" to gain a competitive edge in the professional world. This program offers comprehensive industry insights, practical skills, and hands-on experience through internships and real-world problem-solving. By fostering critical thinking, innovation management, and entrepreneurial capabilities, it prepares participants to navigate industry challenges, launch successful ventures, and confidently engage with investors, ensuring a robust foundation for their future careers.

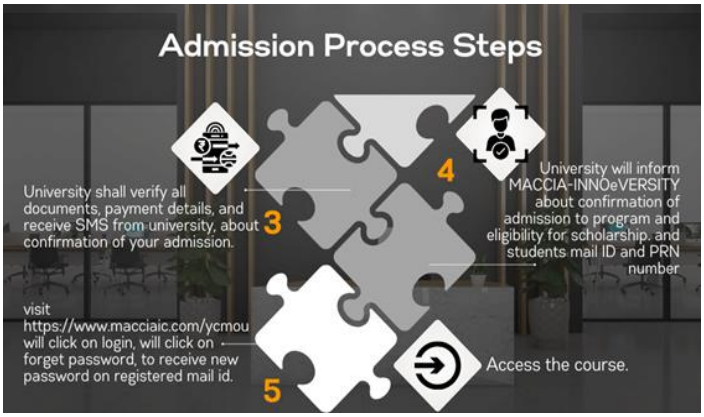
Contact Information: (Maharashtra Study Center)

Your Learner Support Study Centre
(For Whole Maharashtra)
YCMOU-MACCIA-INNOeVERSITY Support Center
Maharashtra Chamber of Commerce, Industries and Agriculture.
Oricon House, 6th Flor., Maharashtra Chamber of Commerce Lane,
Kala Ghoda, Fort, Mumbai– 400 001,
Tel: +91 22 6739 5800, Fax:91 22 6739 5800,
Ms. Priyanka Chandam
join@innoeversity.com
+91 8956064920 (What's App Only)
All Support and Query Resolving Available on-line on Following Link

https://www.macciaic.com/ycmou

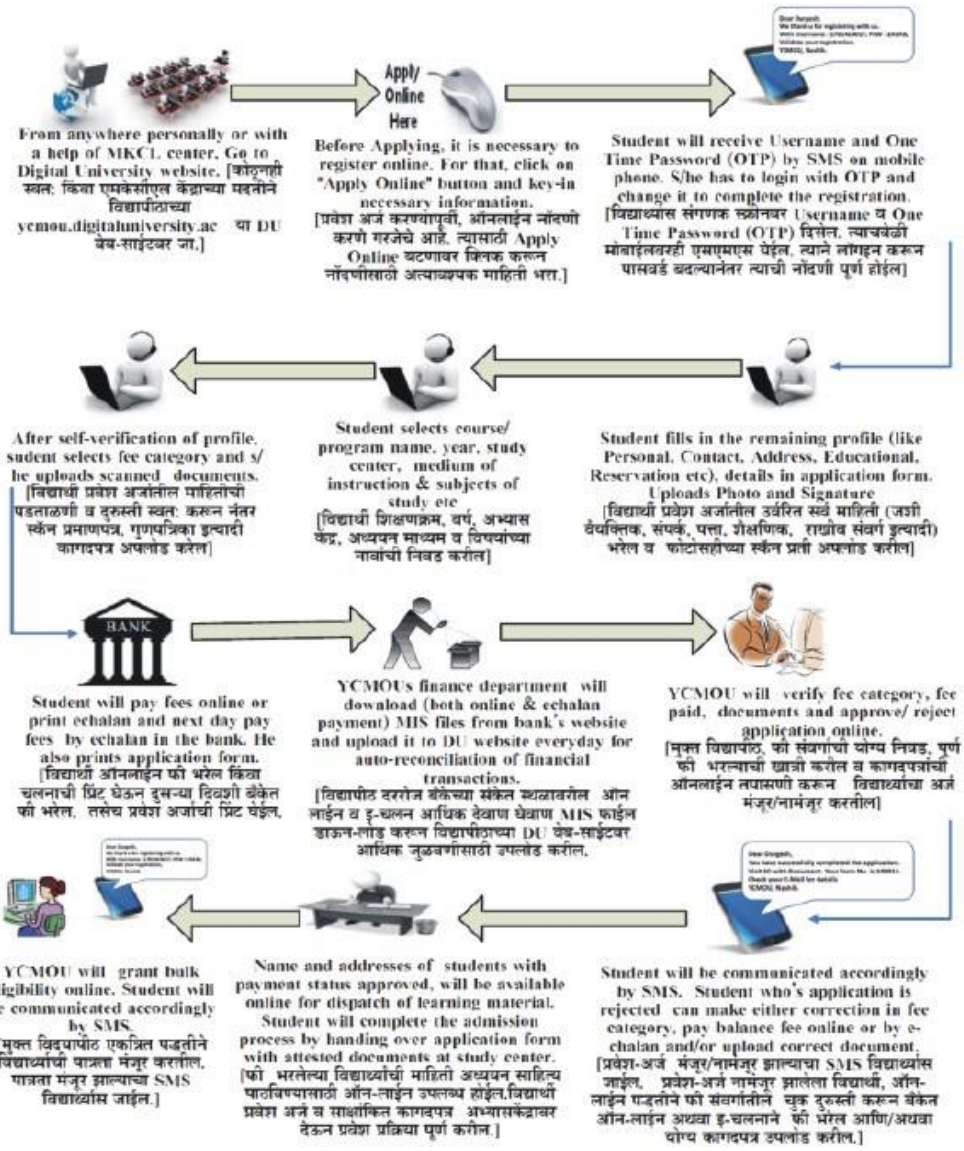
Sr.No.	Type of Query	Whom to Contact?
1	Admission Related Matter	Concerned Regional Centre
2	Student Matters	Director of Student Services Division, YCMOU, Nashik Ph: (0253) 2231478
3	Examination Related Matters	Controller of Examination or D. R. Examination Unit-1, YCMOU, Nashik Ph: (0253) 2230716
4.	Academic Matters	Director of School of Commerce & Mgt. YCMOU, Nashik Ph: (0253) 2231477
5	Difficulties in any course, at the Learner Support Centre	Counsellor, at the study center https://www.macciaic.com/ycmou
6	Other general difficulties & planning of academic activities, at the Learner Support Centre	Program Coordinator, at the Learner Support Centre https://www.macciaic.com/ycmou
7	Serious Difficulties, at the Learner Support Centre	Learner Support Centre Head, at the Learner Support Centre https://www.macciaic.com/ycmou

Program Admission Steps:



Yashwantrao Chavan Maharashtra Open University, Nashik
यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ, नाशिक

Online Admission Process Flow for Candidate not having 16 Digit P.R.N.
16 अंकी P.R.N. नसलेल्या विद्यार्थ्यांसाठी ऑनलाईन प्रवेश प्रक्रिया



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यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ, नाशिक

Online Admission Process Flow for Candidate who already have 16 Digit P.R.N.
ज्या विद्यार्थ्यांकडे 16 अंकी PRN आहे त्या विद्यार्थ्यांसाठी ऑनलाईन प्रवेश प्रक्रिया

From anywhere personally or with a help of MKCL center, Go to Digital University website. [कोठूनही स्वत: किंवा एमकेसीएल केंद्राच्या मदतीने विद्यापीठाच्या ycmou.digitaluniversity.ac या DU वेब-साईटवर जा.]

For Admission to second/third year, Click on "Online Application AY2015-16 for students having 16 digit PRN" link. [द्वितीय/तृतीय वर्षाला ऑनलाईन प्रवेश घेण्यासाठी, स्क्रीनवर दिसणाऱ्या 3 पैकी "Online Application AY2015-16 for students having 16 digit PRN" या लिंकवर क्लिक करा]

Login to your account. Use PRN as user ID and birth date as password. [PRN हा युझर आयडी व जन्म तारीख हा पासवर्ड म्हणून वापरून लॉगइन करा.]

To apply for admission, Click on link, "Admission to Second/Third year". [द्वितीय/तृतीय वर्षाला ऑनलाईन प्रवेश घेण्यासाठी, संगणक स्क्रीन admission to Second/Third year या लिंकवर क्लिक करा.]

Student can change & select study center of choice, if S/he desires. [प्रस्तुत स्क्रीन वापरून, इच्छा असल्यास, विद्यार्थी सध्याचे अभ्यास केंद्र बदलू शकतो.]

Select medium of instruction and subjects. [अध्ययनाच्या माध्यमाची व विषयांची निवड येथे करा.]

Select fee category and fee details. [फी संबंधी योग्य पर्याय व तपशिलाची निवड येथे करा.]

Select payment mode (online or echalan) [फी बँकेत भरण्याच्या पर्यायाची (डेबिट क्रेडीट कार्ड द्वारे ऑन-लाईन वा इ-चलनाने) निवड येथे करा.]

Pay admission fees online or Print eChalan and Pay Fees in bank next day. Print admission form. [ऑन-लाईन पद्धतीने अथवा चलनाची प्रिंट घेऊन बँकेत दुसऱ्या दिवशी फी भरा, प्रवेश अर्जाची प्रिंट घ्या.]

Everyday YCMOUs finance department will download (both online & echalan payment) MIS file from bank's website and upload it to DU website for auto-reconciliation of financial transactions. [विद्यापीठ दररोज बँकेच्या वेब-साईटवरील ऑनलाईन व इ-चलन आर्थिक देवाण घेवाण MIS फाईल डाऊन-लोड करून DU वेब-साईटवर आर्थिक जुळवणीसाठी उपलोड करील.]

YCMOU will verify fee category, fee paid, documents and approve/reject application online. [मुक्त विद्यापीठ, फी संबंधीची योग्य निवड, पूर्ण फी भरल्याची खात्री करील व कागदपत्रांची ऑनलाईन तपासणी करून विद्यार्थ्यांचा अर्ज मंजूर/नामंजूर करतील.]

Student will be communicated accordingly by SMS. Student who's application is rejected can make correction either in fee category, pay balance fee online or by e-chalan and/or upload correct document. [प्रवेश-अर्ज मंजूर/नामंजूर झाल्याचा SMS विद्यार्थ्यास जाईल. प्रवेश-अर्ज नामंजूर झालेला विद्यार्थी, ऑन-लाईन पद्धतीने फी संबंधीतील चूक दुरुस्ती करून बँकेत ऑन-लाईन अथवा इ-चलनाने फी भरेल आणि/अथवा योग्य कागदपत्र उपलोड करील.]

Student will get SMS when admission process is completed. S/he will submit application form with echalan copy to study center. Name and addresses of students with payment status approved, will be available online for dispatch of learning material. [प्रवेश-प्रक्रिया पूर्ण झाल्यावर विद्यार्थ्यास SMS येईल. विद्यार्थी इ-चलनासह प्रवेश अर्ज अभ्यासकेंद्रावर देईल. फी भरल्याची खात्री झालेल्या विद्यार्थ्यांची माहिती अध्ययन साहित्य पाठविण्यासाठी ऑन-लाईन उपलब्ध होईल.]