

Course Code	18DCC002J	Course Name	TECHNOLOGY ENTREPRENEURSHIP	Course Category	C	Minor	L	T	P	C
							2	0	4	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	SRM Innovation and Design Center			Data Book / Codes/Standards	Nil

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Designed to explore key entrepreneurial concepts relevant to the high-technology world				1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Designed to work with entrepreneurial perspective, start-up strategies, business idea evaluation, business plan writing				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Engineering Knowledge	Problem Analysis	Design & Development Analysis, Design, Research	Modern Tool Usage	Society & Culture Environment & Sustainability	Ethics	Individual & Team Work	Communication	Project Mgt. & Finance	Life Long Learning	PSO-1	PSO-2	PSO- 3		
CLR-3 :	Exposing students technical and business minded students for careers focused on entrepreneurship																					
CLR-4 :	Design methods to create intensive study of actual business situations through rigorous case-study analysis																					
CLR-5 :	Understand the basics of Satellite Communication																					
CLR-6 :																						
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:																				
CLO-1 :	Students will be able to learn and understand entrepreneurial concepts				1	80	85	H	-	-	-	-	-	H	-	-	-	-	-	-	-	-
CLO-2 :	Students will be able to catalyze learning through start-up strategies, business idea evaluation, business plan				2	75	80	H	H	-	-	H	-	-	H	-	-	H	-	-	-	-
CLO-3 :	Students will be able to identify the best role for themselves within an entrepreneurial organization.				2	85	80	H	-	-	H	-	-	-	H	-	-	-	-	-	-	-
CLO-4 :	Students will be able to understand the entrepreneurial context, and how it can create better outcomes.				2	80	75	H	H	-	-	H	-	-	-	-	-	-	-	-	-	-

Duration (hour)	6	6	6	6	6
S-1	SLO-1 SLO-2	Entrepreneurial Mindset	Marketing Strategy, Message and Campaigns	Business Models, Revenue Models	Financial Modeling & Estimating Financial Needs
S-2	SLO-1 SLO-2	Problem- Identification	Key Metrics That Drive a Business	Go-to-Market Strategies	Analysis of Financial Statements
S-3	SLO-1 SLO-2	Customer Discovery	Developing your marketing strategy	Channels & Sales	Forecasting Annual Revenues
S-4	SLO-1 SLO-2	Customer Value Proposition	Presenting your marketing strategy	IP and Partnerships	Forecasting Financial Statements
S-5	SLO-1 SLO-2	Problem-Solution Fit	Target audience discovery	Estimates	Profit, Break Even, and Leverage
S-6	SLO-1 SLO-2	Product-Market Fit	Social media and digital marketing	Business-model-canvas	Capital Budgeting: Risk Analysis with Scenarios
S-7	SLO-1 SLO-2	Project Introduction and Team formation	Customer Validation	Improve product based on input and feedback in gate 1	Project Development
S-8	SLO-1 SLO-2	Creation of blog	Project Development	Project Development	Gate 2 presentations. IP and Partnerships
S-9	SLO-1 SLO-2	Basic Presentation	Gate 1 presentations. Product-Market Fit	Project Development	Project Development

Learning Resources	1. Entrepreneurship for Everyone: A Student Textbook by <u>Robert Mello</u>	2. Innovation Engineering ; a practical guide to creating anything new by <u>ikhlaqsidhu</u>
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	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)							
		CLA – 1 (25%)		CLA – 2 (25%)		CLA – 3 (20%)		CLA – 4 (30%)	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20 %	-	20 %	-	-	20 %	-	20 %
	Understand								
Level 2	Apply	40 %	-	40 %	-	-	40 %	-	40 %
	Analyze								
Level 3	Evaluate	40 %	-	40 %	-	-	40 %	-	40 %
	Create								
	Total	100 %		100 %		100 %		100 %	