**VASIREDDY VENKATADRI INSTITUTE OF TECHNOLOGY**

**NAMBUR-522508 ANDHRA PRADESH, INDIA**

**AUTONOMOUS**

**AY: 2022-23**

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| **Subject Title: ENTREPRENEURIAL SKILL DEVELOPMENT** | | | | | |
| **Course code:** | **Year and Semester:**  IV Year II Semester  III Year II Semester | L | T | P | C |
| **Prerequisites:** Basic Sciences and Humanities | | 3 | 0 | 0 | 3 |
| 2 | 0 | 0 | 0 |

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| **UNIT I**  **Entrepreneurship and Entrepreneurial opportunity:**  Entrepreneurship – Concept, Advantage and Limitations of Entrepreneurship -Myths about Entrepreneurship -Why Entrepreneurship -Functions and Need of Entrepreneurship Types of Entrepreneurs- Why be an Entrepreneur- –Process of Entrepreneurship- Entrepreneurship-Indian Scenario.Intrapreneur: Meaning and Importance.  Sensing Entrepreneurial Opportunities, Environment Scanning, Problem Identification, Idea fields, Spotting Trends, Creativity and Innovation, Selecting the Right Opportunity. | | |
| **Unit** | **Module** |  |
| **Unit I** | Entrepreneurship | What is Entrepreneurship? |
| The concept of Entrepreneurship |
| Definitions of an Entrepreneur |
| Entrepreneur versus Entrepreneurship |
| Functions of an Entrepreneur |
| Need for an Entrepreneurship |
| Advantages and disadvantages of |
| Myths about Entrepreneurship | Myths of Entrepreneurship |
| Process of Entrepreneurship | Process of Entrepreneurship |
| An Entrepreneur | Types of Entrepreneurs |
| Why be an Entrepreneur? |
| Intrapreneurship | What is Intrapreneurship |
| Importance, why is intrapreneur necessary? |
| Entrepreneurship-Indian Scenario. | Entrepreneurship-Indian Scenario. |
| Sensing Entrepreneurial Opportunities | What is a business Opportunity? |
| Elements of a business opportunity. |
| Exploring opportunities in the environment. |
| Perceiving and sensing opportunities. |
| Factors involved in sensing opportunities. |
| Ability to perceive and preserve basic ideas. |
| Ability to harness different sources of information. |
| Vision and creativity. |
| Environment Scanning | What is environmental scanning? |
| Why do we need to scan environment? |
| Importance of environment |
| SWOT Analysis frame work |
| Analysis of environment |
| Environmental factors |
| The PESTEL Model |
| Problem Identification | Objectives of Problem Identification |
| Uses of Problem Identification |
| Idea generation |
| Idea fields | Various sources of idea fields |
| Product identification |
| Transformation of ideas into opportunities |
| Idea and opportunity assessment |
| Spotting trends | Ways in which an entrepreneur spot trends |
| Creativity and Innovation | The creative process |
| Elements in the innovation process |
| Selecting the right opportunity |
| **UNIT - II**  **Entrepreneurship Journey &Entrepreneur Planning:**  Feasibility Study and opportunity-Idea generation -Business Plan: meaning, purpose and elements, Business Plan: concept, Execution of Business Plan.  Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource planning. | | |
| **Unit II** | Feasibility Study | Definition of Feasibility Study |
| Types, features |
| Opportunity Assessment | Meaning of a business plan |
| Preparation of a business plan |
| Purpose of a business plan |
| Elements of a business plan |
| Business plan Execution | Keys to success and why many plans fail |
| Difference between Feasibility Study and business plan |
| Business plan | What is business plan? |
| Factors considered business plan |
| Importance of the business plan |
| Formats of business plan |
| Organizational plan | What is Organizational plan? |
| Production plan | What is production plan? |
| Operational plan | What is Operational plan? |
| Elements of Operational plan |
| Financial Plan | What is financial plan? |
| Components of financial plan |
| HR or Man power Planning | What is manpower planning |
| Marketing plan | What is Marketing plan |
| Steps in preparing the marketing plan. |
| **Unit III**  **Entrepreneurship as Innovation and Problem Solving, Enterprise Marketing:**  Entrepreneurs as problem solvers , Innovations and Entrepreneurial Ventures– Global and Indian ,Role of Technology – E-commerce and Social Media,Social Entrepreneurship – Concept.  Marketing and Sales Strategy, Branding, Logo, Tagline, Promotion Strategy. | | |
| **Unit III** | Entrepreneurs as problem solvers | Who is Entrepreneur? Why they are called problem solvers? |
| Solving problems to meet the needs and wants of people |
| Innovations and Entrepreneurial Ventures | Innovations leading to Entrepreneurial Ventures- Indian and global |
| Role of Technology | Role of Technology& social media in creating new forms of business |
| Role of E-commerce |
| Social Entrepreneurship | What is Social Entrepreneurship? |
| Who is Social Entrepreneur? |
| Characteristics of Social Entrepreneurs |
| What is the difference between Entrepreneurship and social Entrepreneurship |
| Marketing Strategy | What is Marketing Strategy? |
| What does the marketing strategy of a company include |
| Components of marketing mix |
| Sales Strategy | What is Sales Strategy? |
| Significance, types, components |
| Branding | Introduction, branding as a concept |
| Various terms relating to banding |
| Qualities of a good brand, entrepreneurs perspective on brand name |
| Logos and Taglines | What is logo and Tagline, purpose |
| Promotion Strategy | What is Promotion Strategy? |
| Various approaches a company can use to promote its products   1. Above-The-Line 2. Below-The-Line 3. Through-The-Line |
| **Unit IV**  **Enterprise Growth Strategies and Women& Rural Entrepreneurship:**  Mergers and Acquisition: Concept, reasons and types -Angel Investor: Features -Venture Capital: Features, funding.  Women Entrepreneurship: Meaning- need, scope, growth and problems of women entrepreneurs, Special Schemes for Women Entrepreneurs.  Rural Entrepreneurship-Meaning-Need-Scope-Problems faced by Rural Entrepreneurs-Entrepreneurship development in rural area-Special Schemes for Rural Entrepreneurs. | | |
| **UNIT IV** | Mergers and Acquisition | What is merger? types |
| What is Acquisition? types |
| Reasons for Mergers and Acquisition |
| Angel Investors | features |
| Venture capital | Features, funding |
| Women Entrepreneurship | Meaning, need, scope, growth and problems of women entrepreneurs, special schemes for women entrepreneurs. |
| Rural Entrepreneurship | Meaning-Need-Scope-Problems faced by Rural Entrepreneurs-Entrepreneurship development in rural area-Special Schemes for Rural Entrepreneurs. |
| **Unit V**  **Institutions Supporting Entrepreneurship**  A brief overview of financial institutions in India- Central level and state levelinstitutions-SIDBI-NABARD-IDBI-SIDCO-IndianInstituteofEntrepreneurship-DIC-SingleWindow-Latest Industrial Policy of Government of India. | | |
| **Unit V** | Financial institutions in India | Overview of financial institutions in India |
| Need for and importance of financial institutions in India |
| Types of financial institutions- national level and state level |
| Brief about SIDBI, NABARD, IDBI, SIDC, etc. |
| Indian Institute of Entrepreneurship | Objectives , functions, activities |
| DIC | Role, functions, activities |
| SingleWindow | Concept, benefits |
| Latest Industrial Policy of Government of India. | Objectives, various industrial policy introduced by the Indian government |