Open Elective 2

Programme	B. Tech. (All Branches)		Semester - VII
Course Code	R4PE4601S		
Course Title	Entrepreneurship Development		
Prerequisites	None		

	Course outcomes: On the completion of this course, the learner will able to 1. Describe what it takes to be an entrepreneur 2. Analyze business opportunities and the basics to create, launch and manage new businesses 3. Develop Business Model for their Idea/Problem 4. Create MVP (Minimum Viable Product).
	Syllabus
1.	**Introduction** Discover yourself – Find you Flow, Effectuation, Identify your entrepreneurial style
2.	**Problem Identification and Idea generation** Identify Problems worth Solving, Introduction to Design Thinking, generate ideas that are potential solutions to the problem identified, GOOTB: Run problem interviews with prospects, Class Presentation: Present the problem you "love", Team Formation.
3.	**Customer Study and Value Proposition** Identify Your Customer Segments and Early Adopters - Market Types, Segmentation and Targeting, Defining the personas; Understanding Early Adopters and Customer Adoption Patterns, Customer identification, Market, Creative solution; Craft Your Value Proposition - Come up with creative solutions for the identified problems, Deep dive into Gains, Pains and "Jobs-To-Be-Done" (using Value Proposition Canvas, or VPC), Identify the UVP of your solution using the Value Proposition section of the VPC, Outcome-Driven Innovation.

4.	**Business Model Canvas**
	Get Started with Lean Canvas - Basics of Lean Approach and Canvas; Types of Business Models (B2B; B2C), Sketch the canvas- "Document your Plan A", Intro to Risks; Identify and document your assumptions (Hypotheses); identify the riskiest parts of your Business Plan, Risk identification, Class Presentation: Present your Lean Canvas.
5.	**Validation**
	Develop the Solution Demo - Build solution (mock-ups) demo, How to run solution interviews, GOOTB: Run Solution interviews, Does your solution solve the problem for your customers: The problem-solution test.
	Sizing the Opportunity - Differences between a Start-up venture and a small business; Industry Analysis: Understanding what is Competition and its role, Analyse competition;
	Building an MVP - Identification of MVP, Solution development, building products/services, Build-measure-learn loop for development
6.	**Money**
	Revenue streams, Pricing and cost, Financing Your New Venture - Venture financing, Investor expectations
7.	**Team building**
	Shared leadership, role of good team, how to pitch to candidates to join your startup Collaboration tools and techniques - Brainstorming, Mind mapping, Kanban Board, #Slack
8.	**Marketing and sales**
	Positioning of Product/Services, Channels and strategies, Building Digital Presence and leveraging Social media, Budgeting and planning.
	Sales planning - Buying decisions, Sales planning, setting targets, Unique Sales Proposition (USP); Art of the sales pitch (focus on customers' needs, not on product features), Follow-up and closing a sale; Asking for the sale.
9.	**Support**
	Planning and tracking - Importance of project management to launch and track progress, Understanding time management, workflow, and delegation of tasks.
	Business Regulation - Basics of business regulations of starting and operating a business; Importance of being compliant and keeping proper documentation; How to find help to get started.

	Text Books
1.	Roy R.: Entrepreneurship, Oxford University Press.
2.	Maurya A.: Running Lean: Iterate from Plan A to a Plan That Works. O'Reilly Media
	References
1.	Jeffry A: New venture creation, Tata McGraw Hill
2.	Osterwalder, A and Pigneur Yves: Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers.
3.	Gupta T. S: Intellectual Property Law in India, Kluwer Law International.
4.	Saraswathi S.D: Effectuation: Elements of Entrepreneurial Expertise. Edward Elgar Publishing.
5.	Kim W. C. and Mauborgne R: Blue Ocean Strategy, Harvard Business School Press.
6.	Ries, E.: The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, The Crown Publishing Group