

Syllabus for B.Tech (CSE) III YEAR II SEM
Basics of Entrepreneurship
OPEN ELECTIVE – I

Code: 9ZC22

Prerequisite: Business Economics and Financial Analysis

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Course Objective:

Understand the nature of Entrepreneurship and its importance to business to the engineering students, which will allow them to get the required intuition and interest in starting their own start-up's.

Course Outcomes:

After completion of this course student will be able to:

1. Demonstrate the basic knowledge and skill set required for entrepreneurship.[L2]-U1
2. Distinguish business models and their validation in entrepreneurship.[L4]-U2,U3
3. Examine cost and financial structures and decide suitable pricing strategies.[L4]-U3
4. Relate team building and project management styles to project management and entrepreneurship.[L2]-U4,U5
5. Identify different marketing strategies and understand business regulations for start-ups.[L3]-U6

UNIT I

Introduction to Entrepreneurship & Self Discovery: - Define Entrepreneurship, Entrepreneurship as a Career option, Find your Flow, Stock of Your Means, Characteristics, Qualities and Skills of Entrepreneurship, Effectuation, Principles of Effectuation, Life as an Entrepreneur, Stories of Successful Entrepreneurs.

UNIT II

Opportunity & Customer Analysis: - Identify your Entrepreneurial Style, Methods of finding and understanding Customer Problems, Run Problem Interview, Process of Design Thinking, Identify Potential Problems worth Solving, Customer Segmentation, Niche Marketing and Targeting, Craft your Values Proportions, Customer-driven Innovation.

UNIT III

Business Model & Validation: - Introduction to Business Models, Lean approach to Business Model Canvas, Blue and Red Ocean Strategies, the Problem-Solution Fit, Build your Solution Demo, Solution Interview Method, Identify Minimum Viable Product (MVP), Product-Market fit test.

UNIT IV

Economics & Financial Analysis: - Revenue Analysis, Identify different Revenue Streams and Costs Analysis – Startup Cost, Fixed Cost and Variable Cost, Break Even Analysis, Profit Analysis, Introduction to Pricing, different Pricing Strategies, Sources of Finance, Bootstrapping and Initial Financing, Practice pitching to Investors and Corporate.

UNIT V

Team Building & Project Management: - Leadership Styles, Shared Leadership Model, Team Building in Venture, Roles and Responsibilities of team in venture, Explore collaboration tools and

techniques, Brainstorming, Introduction to Project Management, Project Life Cycle, Create a Project Plan.

UNIT VI

Marketing & Business Regulations: - Positioning, Positioning Strategies, Branding, Branding Strategies, Selecting and Measuring Channels , Customer Acquisition, Selling Process, Selling Skills, Sales Plans. Business regulations – List of Required Registrations, Compliance Check List, Business Structures and Legal Entities.

TEXT BOOKS:

1. Robert D Hisrich, Michael P Peters, Dean A Shepherd, Entrepreneurship, Sixth Edition, New Delhi, 2006.
2. Thomas W. Zimmerer, Norman M. Scarborough, Essentials of Entrepreneurship And Small Business Management, Fourth Edition, Pearson, New Delhi, 2006
3. Alfred E. Osborne, Entrepreneur's Toolkit, Harvard Business Essentials, HBS Press, USA, 2005.
4. Madhurima Lall, ShikhaSahai, Entrepreneurship, Excel Books, First Edition, New Delhi, 2006.

REFERENCES:

1. S.S. Khanka, Entrepreneurial Development, S. Chand and Company Limited, New Delhi, 2007.
2. H. Nandan, Fundamentals of Entrepreneurship, Prentice Hall of India, First Edition, New Delhi, 2007.
3. S.R. Bhowmik, M. Bhowmik, Entrepreneurship-A tool for Economic Growth And A key to Business Success, New Age International Publishers, First Edition, (formerly Wiley Eastern Limited), New Delhi, 2007.
4. <https://www.wfglobal.org/>
5. <https://www.learnwise.org/#/IN/en/home/login>