

Subject Code:	Course Title: Entrepreneurship	Total Contact Hours: 40	L: 3	T: 0	P: 0
Credits: 03	Pre-requisite: None				
Type of Course: Other Elective					

**** L → Lectures, T → Tutorials, P → Practical C → Credit**

Learning Objective:

This course teaches the fundamentals of entrepreneurship through experiential learning, guiding students along a structured pathway from idea discovery to creating a pitch deck. It encourages students to identify entrepreneurial opportunities, articulate compelling value propositions, build sustainable business models and plans, create and validate minimum viable products with potential customers, select appropriate go-to-market strategies, and finally pitch their business ideas to various stakeholders.

Course Outcomes (COs)

On completion of this course, the students will have the ability to:		Bloom's Level
CO-1	Identify the different aspects that can impact the business.	2
CO-2	Acquire in-depth knowledge about tools to build any business idea.	3
CO-3	Acquire in-depth knowledge and evaluate different growth tools to grow their business.	5
CO-4	Analyze and create a financial plan for their business.	6
CO-5	Create a pitch deck for their business and present it to different stakeholders	6

Course Topics

Course Topics	Lecture Hours	
UNIT - I Problem Identification & Opportunity Discovery		
1.1 Problem Identification	01	CO1
1.2 Conduct Opportunity Discovery	01	
1.3 Sharpen the Problem Pitch	02	
UNIT - II Customer & Markets		
2.1 Identify the Market Type	01	CO2
2.2 Explore Market Segment	02	
2.3 Determine Market Positioning & Create Customer Persona	01	
UNIT-III Create a Compelling Value Proposition & Competitive Advantage		
3.1 Craft Your Core Value Proposition	01	CO2
3.2 Create Sustainable Differentiation Strategy	01	
3.3 Deliver Value	01	
3.4 Identify Competitors	02	

3.5 Identify Critical Product Features & Conduct Feature Ranking	01	
UNIT-IV Build Your Business Model & MVP		
4.1 Build and Test a Business Model	01	CO3
4.2 Pivot	01	
4.3 Identify the Riskiest Assumptions	01	
4.4 Build Your Prototype & Test with Early Adopters	02	
4.5 Conduct Customer Interviews	02	
4.6 Refine the Prototype & Build MVP	02	
UNIT- V Financial Feasibility		
5.1. Ascertain Cost & Pricing Strategy	01	CO4
5.2. Financial Projections & Key Financial Metrics	02	
UNIT-VI Go to Market Strategy		
6.1. Identify the Appropriate Channels	01	CO3
6.2. Build Strategic Partnerships	01	
6.3. Create Digital Marketing Plan	01	
6.4. Devise a Market Penetration Strategy	01	
UNIT- VII Managing Growth & Targeting Scale		
7.1. Devise a Growth Plan	01	CO3
7.2. Structure a Scaling Strategy	01	
7.3. Customer Acquisition	01	
7.4. Process Improvement, Operational Excellence	01	
UNIT – VIII Funding Strategy & Business Pitch		
8.1 Create Sources & Uses of Fund Statement	01	CO5
8.2 Map the Startup Lifecycle to Funding Options	01	
8.3 Valuation	01	
8.4 Business Pitch	03	
Total Lecture Hours		40

Textbook & References Books

Textbook:

- I. R. Roy, "Entrepreneurship," Oxford Education Press, 2020, 3rd ed.

References:

1. Hisrich, R. D., Peters, M., & Shepherd, D. A., "Entrepreneurship", McGraw-Hill Education, 2017, 10th ed.
2. Ries, E., "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, 2011, Crown Business.
3. Blank, S. G., & Dorf, B., *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company* 2012, K&S Ranch.
4. Chandan, J. S., & Rana, S. S. "Entrepreneurship Development and Management", McGraw Hill Education, 2019. 3rd ed.
5. Sinek, S., *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Portfolio.
6. Choudhary, R., & Mehta, N., *From Zero to One: How to Build a Successful Startup in India*. Notion Press. 2017
7. Osterwalder, A., & Pigneur, Y., "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers". John Wiley & Sons, 2010.
8. Mitra, P., & Banerjee, A., "Startup Minds: The Entrepreneur's Journey from Idea to Success". SAGE Publications India, 2010.

Internet Resources

- www.nenonline.org: This is the website of the National Entrepreneurship Network (NEN) which includes a lot of study material and resources on various aspects of entrepreneurship.
- www.ted.com: This website contains in numerous innovative business ideas which are successfully implemented.
- www.entrepreneur.com: This website contains narrates inspiring success stories of the entrepreneur.

Evaluation Method		
Item	Weightage (%)	Associated Cos
Assignment I (Group)	10	CO1&2
Assignment II (Group)	10	CO3
Business Exercise	20	CO3 & CO4
End Term Exam	30	CO 3 & CO4
Pitch Deck – Capstone Project	30	CO5

CO and PO Correlation Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1						1			3	3		
CO2						1			3	3		
CO3						1			3	3	3	
CO4						1	2	2	3	3	3	
CO5						1	2	2	3	3	3	3

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