

## ENTREPRENEURSHIP DEVELOPMENT AND VENTURE CREATION

<b>Course Code</b>	23HS1501	<b>Year</b>	III	<b>Semester</b>	I
<b>Course Category</b>	OE	<b>Branch</b>	Common to all Branches	<b>Course Type</b>	THEORY
<b>Credits</b>	3	<b>L – T – P</b>	3-0-0	<b>Prerequisites</b>	-nil-
<b>Continuous Evaluation:</b>	30	<b>Semester End Evaluation:</b>	70	<b>Total Marks:</b>	100

Course Outcomes		
Upon successful completion of the course, the student will be able to:		
<b>CO1</b>	<b>Understand</b> the key attributes and mindsets of entrepreneurial and intrapreneurial leadership by analyzing role models and their contribution to economic development.	<b>L2</b>
<b>CO2</b>	<b>Apply</b> design thinking principles to identify a real-world problem, define customer segments, and validate needs through primary research.	<b>L3</b>
<b>CO3</b>	<b>Analyze</b> the components of a business model using the Lean Canvas framework to identify riskiest assumptions and validate value propositions.	<b>L4</b>
<b>CO4</b>	<b>Analyze</b> the financial and operational dimensions of a startup by examining business models, sales strategies, cost structures, and unit economics to assess performance and profitability.	<b>L4</b>
<b>CO5</b>	<b>Evaluate</b> customer needs and iteratively refine a minimum viable product (MVP) through prototyping and feedback analysis to validate problem–solution fit and market readiness.	<b>L5</b>
<b>CO6</b>	<b>Design</b> a marketing, sales, and funding strategy for a startup, and <b>create</b> an investor-ready pitch deck using persuasive storytelling techniques.	<b>L6</b>

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3: Substantial, 2: Moderate, 1: Slight)														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
<b>CO1</b>	√					√								
<b>CO2</b>		√				√						√		
<b>CO3</b>				√										
<b>CO4</b>					√						√			
<b>CO5</b>			√						√					
<b>CO6</b>								√	√	√		√		√

	<b>Contribution of Course Outcomes towards achievement of Program Outcomes &amp; Strength of correlations (3: Substantial, 2: Moderate, 1: Slight)</b>													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
<b>CO1</b>	2					2								
<b>CO2</b>		2				2						2		
<b>CO3</b>				2										
<b>CO4</b>					2						2			
<b>CO5</b>			2						2					
<b>CO6</b>								3	3	3		3		3
<b>Avg.</b>	2	2	2	2	2	2		3	2.5	3	2	2.5		3

<b>Syllabus</b>		
<b>Unit No.</b>	<b>CONTENTS</b>	<b>Mapped CO</b>
<b>I</b>	Meaning and concept, attributes and mindset of entrepreneurial and intrapreneurial leadership, role models in each and their role in economic development. An understanding of how to build entrepreneurial mindset, skillsets, attributes and networks while on campus.	<b>CO1</b>
<b>II</b>	Understanding and analyzing the macro-Problem and Industry perspective, technological, socio economic and urbanization trends and their implication on new opportunities. Identifying passion, identifying and defining problem using Design thinking principles. Analyzing problem and validating with the potential customer. Iterating problem-customer fit. Understanding customer segmentation, creating and validating customer personas. Competition and Industry trends mapping and assessing initial opportunity.	<b>CO2</b>
<b>III</b>	Understanding Customer Jobs-to-be-done and crafting innovative solution design to map to customer's needs and create a strong value proposition. Developing Problem-solution fit in an iterative manner. Understanding prototyping and MVP. Developing a feasibility prototype with differentiating value, features and benefits. Initial testing for proof-of-concept and iterate on the prototype. Assess relative market position via competition analysis, sizing the market and assess scope and potential scale of the opportunity.	<b>CO5</b>
<b>IV</b>	Introduction to Business model and types, Lean approach, 9 block lean canvas model, riskiest assumptions to Business models. Importance of Build - Measure – Lean approach. Business planning: components of Business plan- Sales plan, People plan and financial plan. Financial Planning: Types of costs, preparing a financial plan for profitability using financial template, understanding basics of Unit economics and analysing financial performance. Introduction to Marketing and Sales, Selecting the Right Channel, creating digital presence, building customer acquisition strategy. Choosing a form of business organization specific to your venture, identifying sources of funds: Debt & Equity, Map the Start-up Lifecycle to	<b>CO3,CO4</b>

	Funding Options.	
V	Understand and identify potential and aspiration for scale vis a vis your venture idea. Persuasive Storytelling and its key components. Build an Investor ready pitch deck.	CO4,CO6

Learning Resources	
<b>Text Books</b>	
<ol style="list-style-type: none"> <li>1. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGrawHill, 11th Edition.</li> <li>2. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business</li> </ol>	
<b>Reference Books</b>	
<ol style="list-style-type: none"> <li>1. ShobaNath Singh, Non- Conventional Energy Resources, Pearson Publications, 2015.</li> <li>2. Osterwalder, A., &amp; Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley &amp; Sons.</li> <li>3. Simon Sinek (2011) Start with Why, Penguin Books limited</li> <li>4. Brown Tim (2019) Change by Design Revised &amp; Updated: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Business</li> <li>5. Namita Thapar (2022) The Dolphin and the Shark: Stories on Entrepreneurship, Penguin Books Limited</li> <li>6. Saras D. Sarasvathy, (2008) Effectuation: Elements of Entrepreneurial Expertise, Elgar Publishing Ltd</li> </ol>	
<b>E-Resources &amp; other digital material</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://onlinecourses.nptel.ac.in/noc25_de20/preview">https://onlinecourses.nptel.ac.in/noc25_de20/preview</a></li> <li>2. Learning resource and Venture Creation- Ignite 5.0 Course Wadhwani platform (Includes 200+ components of custom created modular content and 500+ components of the most relevant curated content)</li> </ol>	