DEPARTMENT OF MECHANICAL ENGINEERING
SYLLABUS FOR B.E. IV-SEMESTER
BASICS OF ENTREPRENEURSHIP (OE - II)

Instruction : 3 Hours / week	SEE Marks : 60	Course Code : U19OE430HS
Credits: 3	CIE Marks : 40	Duration of SEE : 3 Hours

Course objectives	Course Outcomes
The objectives of this course are to : 1. Deeply understand and discover entrepreneurship 2. Build a strong foundation for the students to start, build, and grow a viable and sustainable venture 3. Develop an entrepreneurial mind-set equipped with the critical skills and knowledge required	On completion of the course the student will be able to: 1. Take-up entrepreneurship as a career choice 2. Create and Validate business models. Build a Minimum Viable Product (MVP). 3. Identify various costs and revenue streams for a venture. 4. Build successful teams and acquire sales skills. 5. Understand the business regulations and various Government schemes available. 6. Create unique sales proposition for a potential venture

UNIT-I

Introduction to Entrepreneurship: Definition of Entrepreneurship, Entrepreneurship as a career choice, Benefits and Myths of Entrepreneurship; Characteristics, Qualities and Skills of an Entrepreneur. Impact of entrepreneurship on the Economy and Society.

Opportunity and Customer Analysis: Identify your Entrepreneurial Style, Identify Business Opportunities, Methods of finding and understanding Customer Problems, Process of Design Thinking, Identify Potential Problems, Customer Segmentation and Targeting, Customer Adoption Process, Crafting your Value Proportions, Customer-Driven Innovation.

UNIT-II

Business Model and its Validation: Types of Business Models, Lean Approach, the Problem-Solution Test, Solution Interview Method, Difference between Start-up Venture and small Business, Industry Analysis, Identify Minimum Viable Product (MVP), Build-Measure-Lean Feedback Loop, Product-market fit test.

UNIT-III

Economics and Financial Analysis: Revenue streams and pricing, Income analysis and Cost Analysis-Product Cost and Operation Cost, Basics of Unit Costing, Profit Analysis, Customer Value Analysis, Different Pricing Strategies, Investors' Expectations, Pitching to Investors and Corporate.

UNIT-IV

Team Building and Project Management: Leadership Styles, Team Building in Venture, Role of good team in Venture, Roles and Respondents, Explore Collaboration Tools and Techniques-brainstorming, Mind Mapping. Importance of Project Management, Time Management, Work Flow, Network Analysis Techniques.

UNIT-V

Marketing & Business Regulations: Positioning, Positioning Strategies, Building Digital Presence and Leveraging Social Media, Measuring effectiveness of Channels, Customer Decision-making Process, Sales plans and Targets, Unique Sales Proposition (USP), Follow-up and Close Sales. Business Regulations of starting and operating a Business, Start-up Ecosystem, Government schemes.

Learning Resources:

1. Robert D. Hisrich, Michael P Peters, "Entrepreneurship", Sixth edition, McGraw-Hill Education.
2. Thomas W. Zimmerer, Norman M. Scarborough, "Essentials of Entrepreneurship and small business Management", Fourth edition, Pearson, New Delhi, 2006.
3. Alfred E. Osborne, "Entrepreneurs Toolkit", Harvard Business Essentials, HBS Press, USA, 2005
4. MadhurimaLall and ShikhaSahai, "Entrepreneurship", Excel Books, First Edition, New Delhi,2006

Web Resource: http://www.learnwise.org

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The break-up of CIE: Internal Tests + Assignments + Quizzes

1	No. of Internal Tests:	02	Max. Marks for each Internal Test:	30
2	No. of Assignments:	03	Max. Marks for each Assignment:	05
3	No. of Quizzes:	03	Max. Marks for each Quiz Test:	05

Duration of Internal Test: **1 Hour 30 Minutes**

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