

VASAVI COLLEGE OF ENGINEERING (Autonomous)

IBRAHIMBAGH, HYDERABAD-31

Department of Humanities & Social Sciences

ADVANCED COURSE IN ENTREPRENEURSHIP

(Open Elective-IV)

SYLLABUS FOR B.E.VI-SEMESTER

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|------------------------|--------------|---------------------------|
| L:T:P(Hrs/week): 3:0:0 | SEE Marks:60 | Course Code: U21OE620EH |
| Credits : 03 | CIE Marks:40 | Duration of SEE: 03 Hours |

| Course objectives | Course Outcomes |
|--|---|
| The objectives of this course are to | On completion of the course the student will be able to |
| <ol style="list-style-type: none"> 1. Acquire additional knowledge and skills for developing early customer traction into a repeatable business. 2. They will learn the tools and methods for achieving sustainable growth, such as refining the product or service and business models, building brand strategy, making a sales and financial plan etc. | <ol style="list-style-type: none"> 1. Develop an A-team 2. Refine business models and expand customer segments, brand strategy and create digital presence, channel strategy for customer outreach 3. Develop strategies to grow revenues and markets, understand Advance Concepts of business finance, do Financial Planning, find Funding for growth 4. Leverage technologies and platforms for growth stage companies 5. Develop key metrics to track progress, understand Basics of registering a company. |

CO-PO Mapping

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| CO1 | | | | | | | | | 2 | 1 | | | | | |
| CO2 | | | 1 | | | | | | | | 1 | | | | |
| CO3 | | | | | | | | | | | 2 | | | 1 | 3 |
| CO4 | | | | | 2 | | | | | | | | | | |
| CO5 | | | | | | | | | | | 1 | | 1 | | |

Unit I: Pivoting and New Business Model

Introduction to Advanced Course and Recapping the key concepts; Revisit of idea/ solution, business model and team members, Need for a mentor; Pivoting and its need; Types of Business models; Refining business model; Analyzing the Business Model of Competitors; Adding new customer segments to existing business model.

Unit II: Business Planning

Product Management: Need for a product management with examples; Making a sales plan; Building sales organization: Entrepreneur interview, Hiring sales team; Making a people plan for the venture; Introduction and understanding financial planning and forecasting template; Discussing financial planning and revisiting business model; Creating a procurement plan; Negotiation.

Unit III: Customer Life cycle and Building the A-team

Customer life cycle; identifying secondary revenue streams; Funding Landscape: Funding options for an entrepreneur; Investor hunt: Creating funding plan and designing the pitch deck; Attracting right talent – I: Intro to building the A-team; Examples; Setting the team for success.

Unit IV: Branding and Channel Strategy, Leveraging Technologies

Creating brand Strategy: Drawing venture's golden circle; Defining the positioning statement: values; Creating a Public Image and Presence of the Venture; Identifying the right channel; Platforms for Marketing and Promotion; Platforms for Communication and Collaboration; Making the Tech Plan.

Unit V: Measuring Progress, Legal Matters and Role of Mentors & Advisors


Metrics for Customer Acquisition and Retention; Financial Metrics: Finding new revenue streams based on key financial metrics; Re-forecasting financial plan to increase margin; Professional Help and Legal & Compliance Requirements; Selecting IP for organization; Identifying mentors and advisors; Scouting board of directors; Capstone Project.

Learning Resources:

1. <http://www.learnwise.org>
2. Clancy, Ann L. & Binkert, Jacqueline, "Pivoting- A coach's guide to igniting substantial change" Palgrave Macmillan US 2017
3. Porter, Michael, E., "Competitive Advantage: Creating and Sustaining Superior Performance", Free press, 1st edi.
4. Schwetje, Gerald & Vaseghi Sam, "The Business Plan", Springer-Verlag Berlin Heidelberg.
5. LeMay, Matt, "Product Management in Practice", O'Reilly Media Inc.
6. Smart, Geoff & Randy, Street., "Who: The A method of hiring", Ballantine books, 2008.
7. Blokdyk, Gerardus., "Customer Lifecycle Management - A complete guide", 5starcooks, 2018

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

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|---|----------------------------|------------|------------------------------------|----|
| 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: | 90 Minutes | | |



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