

**VASAVI COLLEGE OF ENGINEERING (Autonomous)**

IBRAHIMBAGH, HYDERABAD – 500 031

**Department of H & SS**

**Basics of Entrepreneurship (Open Elective-III) SYLLABUS FOR B.E  
V Semester**

L:T: P (Hrs./week):3: 0 : 0	SEE :60	Course Code: U22OE540EH
Credits: 3	CIE:40	Duration of SEE : 3 Hours

<b>Course objectives</b>	<b>Course Outcomes</b>
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.

**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-Learn 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. Rajeev Roy, Entrepreneurship, 3E 3<sup>rd</sup> Edition, Oxford University Press, India, 2020
2. Robert D. Hisrich, Michael P Peters, "Entrepreneurship", Sixth edition, McGraw-Hill Education.
3. Thomas W. Zimmerer, Norman M. Scarborough, "Essentials of Entrepreneurship and small business Management", Fourth edition, Pearson, New Delhi, 2006.
4. Alfred E. Osborne, "Entrepreneurs Toolkit", Harvard Business Essentials, HBS Press, USA, 2005
5. MadhurimaL all and Shikha Sahai, "Entrepreneurship", Excel Books, First Edition, New Delhi,2006

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**

**BoS Signatures :**

<b>Dr. JACQUELINE AMARAL</b> Head-HSS BoS CHAIRMAN	<b>Dr. T. Ramamohan Rao</b> HOD, Mechanical Department
<b>Prof. V. Mary Jessica (UoH)</b> (Subject Expert) Prof& Dean School of Management Studies	<b>Dr. Rabindranath Solomon</b> (Subject Expert) Associate Prof & Head Dept of Commerce Director, Centre for Skill Development & Career Planning ( <b>BRAOU</b> )