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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
2025-2026

L:T: P (Hrs./week):3: 0 : 0	SEE :60	Course Code: U25OE540EH
Credits: 3	CIE:40	Duration of SEE : 3 Hours

Course objectives	Course Outcomes
<p>The objectives of this course are to:</p> <ol style="list-style-type: none"> 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 	<p>On completion of the course the student will be able to:</p> <ol style="list-style-type: none"> 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 Propositions, 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.

N. Mary Jessie
4/6/25

Dr. Mary Jessie
4/6/25
PROFESSOR & HEAD
Department of English
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Jacqueline
4/6/25

Dr. Jacqueline Amaral
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Ibrahimbagh, Hyderabad-31.

Dr. Mary Jessie
4/6/25

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 Responsibilities, 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 businessManagement", 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>

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				

V. Manjessic
4/6/25

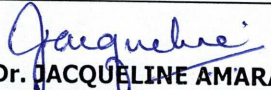
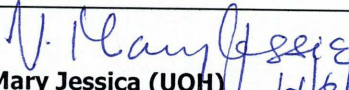
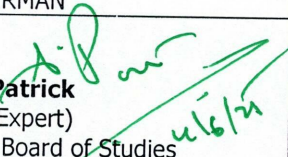
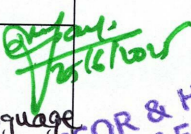
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The break-up of CIE: Internal Tests+ Assignments + Quizzes

BOS Signatures:

 Dr. JACQUELINE AMARAL Head-HSS BOS CHAIRMAN	 Prof. V. Mary Jessica (UOH) (Subject Expert) Prof. School of Management Studies
 Prof. A. Patrick (Subject Expert) Chairman Board of Studies (OUCCBM)	 Prof. B. VIJAYA , Head, Dept of English, O.U. Director, English Language Teaching (ELTE) OU

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