VASAVI COLLEGE OF ENGINEEING (Autonomous)

IBRAHIMBAGH, HYDERABAD – 500 031

DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES

BASICS OF ENTREPRENEURSHIP

(Open Elective-III)

SYLLABUS FOR B.E V Semester

L:T: P (Hrs./week):3: 0 : 0	SEE Marks:60	Course Code : U24OE540EH
Credits: 3	CIE Marks:40	Duration of SEE : 3 Hours

Course objectives	Course Outcomes
The objectives of this course are to: 1. Take entrepreneurship as a career choice 2. Understand the method of preparing a business model 3. Develop costing and pricing strategy 4. Understand team building and it importance. 5. Create marketing and sales strategies for business and understand business regulations.	On completion of the course the student will be able to: 1. Explain the role of entrepreneurship and assess its potential as a career path. 2. Develop and validate a business model using structured tools. 3. Apply basic costing and pricing strategies for a startup. 4. Demonstrate effective team building and leadership instartups. 5. Design marketing strategies and understand key business regulations.

CO-PO and CO-PSO mapping														
CO	PO mapping											PSO mapping		
	1	2	3	4	5	6	7	8	9	10	11	1	2	3
CO1								3	2	3	2	1		
CO2		2						2	2	1				
CO3										3				
CO4			2				1		2	1	1			1
Avg.		2	2				1	2.5	2	2	1.5	1	0	1

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, Crafting your Value Proportions, Customer-Driven Innovation.

UNIT-II

Business Model and its Validation: Types of Business Models, Lean Approach, the Problem-Solution Fit Test, Solution Interview Method, Difference between Start-up Venture and small Business, 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 Responsibilities, Explore Collaboration Tools and Techniques. Brainstorming, Mind Mapping. Importance of Project Management, Time Management, Work Flow.

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.

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

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: **90 Minutes**