

**VASAVI COLLEGE OF ENGINEERING (Autonomous)**

IBRAHIMBAGH, HYDERABAD-31

**DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES****ADVANCED COURSE IN ENTREPRENEURSHIP**

(General Pool) (Open Elective-IV)

SYLLABUS FOR B.E.VI-SEMESTER

L:T:P(Hrs/week):3:0:0	SEE Marks:60	Course Code: U23OE640EH
Credits :03	CIE Marks:40	Duration of SEE: 03Hours

<b>Course Objectives</b>	<b>Course Outcomes</b>
The objectives of this course are to	On completion of the course the student will be able to
<ol style="list-style-type: none"> <li>1. Develop an A-team</li> <li>2. Refine business models and expand customer segments.</li> <li>3. Develop strategies to grow revenues and markets, understand Financial Planning</li> <li>4. Leverage technologies and platforms for growth stage companies</li> <li>5. Develop key metrics to track progress.</li> </ol>	<ol style="list-style-type: none"> <li>1. Build and manage a high-performing startup team.</li> <li>2. Refine business models and identify new customer segments.</li> <li>3. Formulate revenue growth strategies and apply financial planning principles.</li> <li>4. Utilize digital tools and platforms to scale growth-stage ventures.</li> <li>5. Define and track key performance metrics for business progress.</li> </ol>

**CO-PO Mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1									2	1					
CO2			1								1				1
CO3											2			1	
CO4					2								1		
CO5											1				
Avg.			1		2				2	1	1.3		1	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. Clancy, Ann L. & Binkert, Jacqueline, "Pivoting- A coach's guide to igniting substantial change" Palgrave Macmillan US 2017
2. Porter, Michael, E., "Competitive Advantage: Creating and Sustaining Superior Performance", Free press, 1<sup>st</sup> edi.
3. Schwetje, Gerald & Vaseghi Sam, "The Business Plan", Springer-Verlag Berlin Heidelberg.
4. LeMay, Matt, "Product Management in Practice", O'Reilly Media Inc.

5. Smart, Geoff & Randy, Street., "Who: The A method of hiring", Ballantine books, 2008.
6. Blokdyk, Gerardus., "Customer Lifecycle Management - A complete guide", 5starcooks, 2018

**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