

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

Course Objectives The objectives of this course are to	Course Outcomes On completion of the course the student will be able to
1. Develop an A-team 2. Refine business models and expand customer segments. 3. Develop strategies to grow revenues and markets, understand Financial Planning 4. Leverage technologies and platforms for growth stage companies 5. Develop key metrics to track progress.	1. Build and manage a high-performing startup team. 2. Refine business models and identify new customer segments. 3. Formulate revenue growth strategies and apply financial planning principles. 4. Utilize digital tools and platforms to scale growth-stage ventures. 5. Define and track key performance metrics for business progress.

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, 1st 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				