

ENTREPRENEURSHIP DEVELOPMENT AND VENTURE CREATION

Course Code	23HS1501	Year	III	Semester	I
Course Category	Open Elective I	Branch	Common to all Branches	Course Type	THEORY
Credits	3	L – T – P	3-0-0	Prerequisites	-
Continuous Evaluation	30	Semester End Evaluation	70	Total Marks:	100

Course Outcomes		
Upon successful completion of the course, the student will be able to:		
CO1	Understand the key attributes and mindsets of entrepreneurial and intrapreneurial leadership by analyzing role models and their contribution to economic development.	L2
CO2	Apply design thinking principles to identify a real-world problem, define customer segments, and validate needs through primary research.	L3
CO3	Analyze the components of a business model using the Lean Canvas framework to identify riskiest assumptions and validate value propositions.	L4
CO4	Analyze the financial and operational dimensions of a startup by examining business models, sales strategies, cost structures, and unit economics to assess performance and profitability.	L4
CO5	Evaluate customer needs and iteratively refine a minimum viable product (MVP) through prototyping and feedback analysis to validate problem–solution fit and market readiness.	L5
CO6	Design a marketing, sales, and funding strategy for a startup, and create an investor-ready pitch deck using persuasive storytelling techniques.	L6

Course Articulation Matrix

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO1	2					2							
CO2		2				2					2		
CO3				2									
CO4					2					2			
CO5			2					2					
CO6							3	3	3		3		3

Syllabus

Unit No.	CONTENTS	Mapped CO
I	Meaning and concept, attributes and mindset of entrepreneurial and intrapreneurial leadership, role models in each and their role in economic development. An understanding of how to build entrepreneurial mindset, skillsets, attributes and networks while on campus.	CO1

II	Understanding and analyzing the macro-Problem and Industry perspective, technological, socio economic and urbanization trends and their implication on new opportunities. Identifying passion, identifying and defining problem using Design thinking principles. Analyzing problem and validating with the potential customer. Iterating problem-customer fit. Understanding customer segmentation, creating and validating customer personas. Competition and Industry trends mapping and assessing initial opportunity.	CO2
III	Understanding Customer Jobs-to-be-done and crafting innovative solution design to map to customer's needs and create a strong value proposition. Developing Problem-solution fit in an iterative manner. Understanding prototyping and MVP. Developing a feasibility prototype with differentiating value, features and benefits. Initial testing for proof-of-concept and iterate on the prototype. Assess relative market position via competition analysis, sizing the market and assess scope and potential scale of the opportunity.	CO5
IV	Introduction to Business model and types, Lean approach, 9 block lean canvas model, riskiest assumptions to Business models. Importance of Build - Measure – Lean approach. Business planning: components of Business plan- Sales plan, People plan and financial plan. Financial Planning: Types of costs, preparing a financial plan for profitability using financial template, understanding basics of Unit economics and analysing financial performance. Introduction to Marketing and Sales, Selecting the Right Channel, creating digital presence, building customer acquisition strategy. Choosing a form of business organization specific to your venture, identifying sources of funds: Debt & Equity, Map the Start-up Lifecycle to Funding Options.	CO3,CO4
V	Understand and identify potential and aspiration for scale vis a vis your venture idea. Persuasive Storytelling and its key components. Build an Investor ready pitch deck.	CO4,CO6

Learning Resources

Text Books

1. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGrawHill, 11th Edition.
2. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business

Reference Books

1. ShobaNath Singh, Non- Conventional Energy Resources, Pearson Publications, 2015.
2. Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons.
3. Simon Sinek (2011) Start with Why, Penguin Books limited
4. Brown Tim (2019) Change by Design Revised & Updated: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Business

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| 5. Namita Thapar (2022) The Dolphin and the Shark: Stories on Entrepreneurship,
Penguin Books Limited |
| 6. Saras D. Sarasvathy, (2008) Effectuation: Elements of Entrepreneurial Expertise,
Elgar Publishing Ltd |

E-Resources & other digital material

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| <ol style="list-style-type: none">1. https://onlinecourses.nptel.ac.in/noc25_de20/preview2. Learning resource and Venture Creation- Ignite 5.0 Course Wadhvani platform
(Includes 200+ components of custom created modular content and 500+ components of
the most relevant curated content) |
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