

Course Title : Entrepreneurship
Semester : I
No. of Credit : 2
Duration : 20 hours

Course Outcomes	Description	Cognition	Hours	Evaluation Tools
CO1	Understand basic Entrepreneurship concepts to learn the process of entrepreneurship	L2: Understand	2.5	<u>Internal Quiz, End Term-Theory</u>
CO2	Apply basic entrepreneur tools for generating new business ideas.	L3: Apply	5	<u>Internal-Assignment End Term-Theory</u>
CO3	Analyze tools, techniques, and frameworks for starting a business venture.	L4: Analyze	7.5	<u>Internal-Quiz, End Term-Theory</u>
CO4	Evaluate the business idea and its feasibility for creating a business model.	L5: Evaluate	2.5	<u>Internal-Group Presentation End Term-Theory</u>
CO5	Create the business model & MVP to start own business.	L6: Create	2.5	<u>Internal-Group Presentation End Term-Theory</u>

Mapping CO with PO

Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, - – No alignment

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	2-	2	2	-
CO2	2	3	3	2	-
CO3	1	3	3	3	2
CO4	1	3	3	2	2
CO5	2	3	3	3	2
CO	1.8	2.8	2.8	2.4	2

Session Plan

Sr. No	Hrs	Units	COs	Topics Mapped with CO	Evaluation Tools
1	2.5	Introduction to Entrepreneurship			
(i)	2.5	Understanding Entrepreneurship, Characteristics and types of Entrepreneurs, Types of Enterprises,	CO1: Understand a deep understanding of Entrepreneurship concepts such as idea generation, Opportunity Evaluation, Customer Discovery, Value Proposition Design and Prototyping	L2: Understand	<u>Internal Quiz</u> , External - Theory
2	2.5	Principles of Effectuation			
(i)	2.5	Principles of Effectuation, Entrepreneurship Style- 5 M Model,	CO2 Apply preferred traits of an entrepreneur such as creative thinking, risk-taking ability, problem-solving techniques, customer acquisition methods, prototyping, etc.	L3: Apply	<u>Internal Quiz</u> , Test External - Theory
3	1.15	Design thinking			
(i)	1.15	Design thinking -Introduction, Difference between causal thinking and Design Thinking, Steps of Design Thinking, Role of Design Thinking in creating solutions	CO2: Apply preferred traits of an entrepreneur such as creative thinking, risk-taking ability, problem-solving techniques, customer acquisition methods, prototyping, etc.	L3: Apply	<u>Internal Assignment</u>
4	1.15	Idea Generation			
(i)	1.15	Idea Generation Methods & Creative Problem Solving, Value Proposition	CO2 Apply preferred traits of an entrepreneur such as creative thinking, risk-taking ability, problem-solving techniques, customer acquisition methods, prototyping, etc.	L3: Apply	<u>Internal-Presentation</u>
5	1.15	Idea Evaluation			
(i)	1.15	Idea Evaluation- Mullins Framework/ Decision Matrix Analysis & 5 Q Model	CO3: Analyze the acquire knowledge of tools, techniques, and frameworks for starting a business venture and		<u>Internal-Assignment</u>
6	1.15	Customer Segment			
(i)	1.15	Value proposition and Customer segments	CO3: Analyze the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyse	<u>Internal-Quiz</u>
7	2.5	Lean Canvas Model			

(i)	2.5	Lean Canvas Business Model, The Business Plan, why some Business Plans fail?	CO3: Analyze the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyze	<u>Internal-Assignment</u> External - Theory
7	2.5	Entrepreneurial Finance			
(i)	2.5	Entrepreneurial Finance- Costing, Pricing, Funding & Sources of Capital Solution	CO3: Analyze the acquire knowledge of tools, techniques, and frameworks for starting a business venture and	L4: Analyze	<u>Internal-Test</u> ,
8	1.15	Business Plan			
(i)	1.15	B-Plan Basics- Operations, HR	CO4: Evaluate the business idea and its feasibility and create the business model & MVP		<u>Internal-Assignment</u> External - Theory
9	1.15	Developing Prototype			
(i)	1.15	Demo, Prototyping and Minimum Viable Product (MVP)	CO4: Evaluate the business idea and its feasibility and create the business model & MVP	L4: analyze	<u>Internal-Test</u> ,
10	2.5	Presentation			
(i)	2.5	Final Presentation of MVP	CO5 Evaluate the business idea and its feasibility and create the business model & MVP	L6: Create	<u>Internal-Presentation</u>

Pedagogy

1. Lecture
2. Case Studies, collaboration
3. Presentation and assignments
4. Quiz

Evaluation

Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

1. Attendance
2. Class Participation
3. Test
4. Projects

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	15%	18%	22%	24%	21%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Test	5	10%	20%	20%	20%	30%
Projects	5	-	-	30%	40%	30%
End Term	30		10%	30%	30%	30%

Textbook:

1. Entrepreneurship -Rajeev Roy, Oxford University Press, 2011
2. Tinkering Minds- Case Studies of Startups- Dr. Veni Nair & Prof. Vandana Tripathi

Alternative Textbook

1. Entrepreneurship: Robert D Hisrich, Michael P Peters, Dean A Shepherd, McGraw-Hill Publication, 10th Edition, Jan.2016

Reference Books:

1. Exploring Entrepreneurship- Practices and Perspectives, Richard Blundel, Nigel Lockett, Oxford. 2016
2. What They Don't Teach You at Harvard Business School: -McCormack, Mark H., Notes from a Street-Smart.
3. The High-Performance Entrepreneur - Subroto Bagchi, Penguin Books India, 2006
4. Entrepreneurship Strategies & Resources - Marc J. Dollinger, Pearson Education, 2004
5. Entrepreneurship - David H. Holt, New Venture Creation, Prentice Hall India, 2002

E-Books:

1. Entrepreneurship Simplified: From Idea to IPO, Ashok Soota and S R Gopalan 2016
2. Small Business and Entrepreneurship – S. Anil Kumar
3. Entrepreneurship: The Seeds Of Success -Forbat, John - Harriman House – 2007 – Ebscohost
4. Entrepreneurship for Everyone - Katz, Jermone – Emerald -2010- Ebscohost

