

3ME06: ENTREPRENEURSHIP
CREDITS - 2 (LTP: 2,0,0)

Course Objective:

To explain the basics of entrepreneurship

Teaching and Assessment Scheme:

Teaching Scheme (Hours per Week)			Credits	Assessment Scheme				Total Marks
L	T	P		C	Theory Marks		Practical Marks	
			ESE		CE	ESE	CE	50
2	0	0	2	30	20	00	00	

Course Contents:

Unit No.	Topics	Teaching Hours
1	Introduction to Entrepreneurship: Entrepreneurs; entrepreneurial personality and intentions - characteristics, traits and behavioral; entrepreneurial challenges.	3
2	Entrepreneurial Opportunities: Opportunities. discovery/ creation, Pattern identification and recognition for venture creation: prototype and exemplar model, reverse engineering.	5
3	Entrepreneurial Process and Decision Making: Entrepreneurial ecosystem, Ideation, development and exploitation of opportunities; Negotiation, decision making process and approaches, Effectuation and Causation.	5
4	Crafting business models and Lean Start-ups: Introduction to business models; Creating value propositions-conventional industry logic, value innovation logic; customer focused innovation; building and analyzing business models; Business model canvas, Introduction to lean startups, Business Pitching.	6
5	Organizing Business and Entrepreneurial Finance: Forms of business organizations; organizational structures; Evolution of Organization, sources and selection of venture finance options and its managerial implications. Policy Initiatives and focus; role of institutions in promoting entrepreneurship.	9
Total		28

List of References:

1. Ramachandran, “*Entrepreneurship Development*”, Macgraw Hill Education Pvt Ltd.
2. Hlsrich, “*Entrepreneurship*”, Macgraw Hill Education Pvt Ltd.
3. Ries, Eric (2011), “*The lean Start-up: How constant innovation creates radically successful businesses,*” Penguin Books Limited.
4. Blank, Steve (2013), “*The Startup Owner’s Manual: The Step by Step Guide for Building a Great Company,* K&S Ranch.
5. T. H. Byers, R. C. Dorf, A. Nelson, “*Technology Ventures: From Idea to Enterprise*”, McGraw Hill (2013)
6. Bagchi, Subroto, “*Go Kiss the World: Life Lessons for the Young Professional*”, Portfolio Penguin, 2008.
7. Mitra, Sramana (2008), “*Entrepreneur Journeys (Volume 1)*”, Book surge Publishing, 2008.
8. Abrams, R., “*Six-week Start-up*”, Prentice-Hall of India, 2006.

9. Johnson, Steven, "*Where Good Ideas comes from*", Penguin Books Limited, 2011.
10. Prasad, Rohit, "*Start-up sutra: what the angels won't tell you about business and life*", Hachette India, 2013.

Course Outcomes (COs):

After the completion of the course, the students will be able to:

1. Comprehend the role of bounded rationality, framing, causation and effectuation in entrepreneurial decision making.
2. Demonstrate an ability to design a business model canvas.
3. Explain the various sources of raising finance for startup ventures.
4. Understand the fundamentals of developing and presenting business pitching to potential investors.