

## **Entrepreneurship Development (T.Y.B.Tech.)**

### **Teaching Scheme**

Lectures: 1 hr/week

### **Examination Scheme**

**Total Marks: 100**

Continuous Evaluation

Field Work/Assignment: 40

End Semester Exam: 60

### **Course Education Objectives (CEO)**

1. To introduce and understand Entrepreneurship and its types
2. To understand how to evaluate risk in entrepreneurial ventures
3. To understand different type of finances available and financing methods
4. To understand marketing, digital marketing and their analytics
5. To understand detailed information about the principles, practices and tools involved in all aspects of the sales processes
6. To understand basics of operations management
7. To understand the nuances of Start-up
8. To understand how to use proven tools for transforming an idea into a product / service that creates value for others

### **Course Outcomes (CO)**

- a) Students would understand different types of Entrepreneurial ventures and would be able to discover, develop, and assess opportunities
- b) Students would learn about opportunity and risk analysis
- c) Students would understand the strategies for valuing your own company, and how venture capitalist and angel investors use valuations in negotiating milestones, influence and control
- d) Students would understand to pick correct marketing mix and how to position the company in the market by using analytical tools
- e) Students would learn how to sale themselves and the product/service and to handle objections
- f) Students would get to know how organizations operates and their process matrices
- g) Students will learn how start new ventures
- h) Students will learn how to write winning business plans

**Unit I: Market Research**

**(2 hrs)**

Introduction to Entrepreneurship, Profile of the Entrepreneur, Market Gap / Opportunity Analysis, Market Research Methods, Defining the Focal Market: Market Segmentation, Industry analyzing – Research / Competitive Analysis

**Unit II: Types of Companies and Organizations**

**(2 hr)**

Company/ Organization Types, Legal Aspects, Taxation, Government Liaison, Building the Team, Mergers and Acquisitions

**Unit III: Business Finance**

**(2 hrs)**

Shares and Stakes, Valuation, Finance Creation (Investors / Financers), Revenue Plans and Projections, Financial Ratios, Business Lifecycle, Break Even

**Unit IV: Marketing**

**(2 hrs)**

Marketing Basics, Marketing Strategy and Brand Positioning, Plans and Execution Techniques, Marketing Analytics, Online Marketing

**Unit V: Sales**

**(3 hrs)**

Understanding Sales, Pitching Techniques, Sales strategies, Inside Sales v/s Outside Sales, RFP

**Unit VI: Operations Management**

**(1 hr)**

Operational Basics, Process Analysis, Productivity, Quality

**Unit VII: Start-ups**

**(2 hrs)**

Start-up Basics, Terms, Start-up Financing, Start-up Incubation, Start-up Incubation, Getting Listed

## **Text Books:**

1. The Startup Playbook: Secrets of the Fastest-Growing Startups From Their Founding Entrepreneurs by David Kidder
2. Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration by Ed Catmull
3. True North by Bill George and Peter Sims
4. Bhargava, S. (2003). Transformational leadership: Value based management for Indian Organizations (Ed.). New Delhi: Response-Sage.
5. Cardullo, M. W. P. E. (1999). Technological entrepreneurship: Enterprise formation, financing, and growth. England: Research Studies press Ltd.
6. Hisrich, R. D. & Peters, M. P. (2001). Entrepreneurship: Starting, developing, and managing a new enterprise (5th Ed.). New York: McGraw-Hill.

## **References:**

1. Kanungo, R. N. (1998). Entrepreneurship and innovation: Models for development (Ed., Vol.2). New Delhi: Sage.
2. McClelland, D. C. (1961). Achieving society. Princeton
3. Van Nostrand. Verma, J. C., & Singh, G. (2002). Small business and industry: A handbook for entrepreneurs. New Delhi: Response-Sage.
4. Richard A Brealy & Steward C Myres. Principles of Corporate Finance, McGraw Hills, 7th Edn,2004
5. Prasanna Chandra, Financial Management: Theory and Practice, Tata McGraw Hills, 6th Edn, 2004
6. I M Pandey, Financial Management, Vikas Publishing, 9th Edn, 2004
7. Aswath Damodaran, Corporate Finance-Theory and Practice , John Wiley & Sons, 1997

8. I.M. Pandey & Ramesh Bhat, "Cases in Financial Management", Tata McGraw-Hill, New Delhi.
9. Horowitch (ED), Technology in the modern Corporation: A Strategic perspective, Pergamon Press, 1986.
- 10.M. Dodgson (ED), Technology and the firm: Strategies, management 7 Public Policy, Longman, Harlow, 1989

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