

F.Y. Undergraduate Degree (Sem-II)

VEC-152-T : ENTREPRENEURSHIP ESSENTIALS - II

Lectures: 30 hrs

Credits-02 [T]

Course Overview: This **Entrepreneurship Course** is a dynamic and action-oriented program designed to further the **inspiration, aspiration, knowledge, skills, networks, practical experience, and confidence** gained at the introductory level. The course specifically focuses on **turning validated ideas into viable, fundable, and scalable start-ups**, empowering participants to move from **concept to execution**.

Course Objectives:

By the end of the program, students will be/able to:

- Transform Entrepreneurial Ideas into Actionable Ventures Equip learners with the tools and frameworks to validate, refine, and shape business ideas into practical startup models.
- Deepen Knowledge of Startup Fundamentals Provide advanced understanding of business planning, product development, marketing strategies, financial management, and legal compliance necessary for launching a venture.
- Develop Execution-Oriented Skills Build critical skills such as customer discovery, market analysis, pitching to investors, building MVPs, managing teams, and navigating startup growth challenges.
- Provide Real-World Entrepreneurial Exposure Immerse learners in practical experiences through simulations, case studies, mentorship, and hands-on project work to mirror real startup development.
- Facilitate Network Building and Ecosystem Engagement Connect participants with experienced entrepreneurs, investors, mentors, and incubators to foster collaboration and future opportunities.
- Boost Confidence and Resilience Strengthen the entrepreneurial mindset needed to face risks, manage uncertainty, and lead a startup through early-stage challenges.

Course Outcome:

At the end of the course, students will be able to

- Validate and Refine a Startup Idea
- Develop a Business Model and MVP
- Build a Comprehensive Go-to-Market Strategy
- Prepare Investor-Ready Pitches and Financial Plans
- Navigate the Legal and Operational Aspects of Startups
- Leverage Entrepreneurial Networks and Resources
- Demonstrate Entrepreneurial Mindset and Leadership

Teaching Scheme :

Blended Online Learning – Self Paced

Evaluation Method :

- Continuous Assessment : MCQ Online Examination
- Final Assessment : MCQ, Venture Idea Pitch

Course Outline:

Module 1	Business & Financial Model, Go-to-Market Plan Introduction to Business model and types, Lean approach, 9 block lean canvas model. 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. Core Teaching Tool: Founder Case Studies – Sama and SecurelyShare; Class activity and discussions; Venture Activities.	10 Hrs
Module 2	Scale Outlook and Venture Pitch readiness 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. Core Teaching Tool: Expert talks; Cases; Class activity and discussions; Venture Activities.	10 Hrs
Module 3	Venture Development Activities Fostering innovative thinking and strategic problem-solving, Students create Venture Ideas Pitch and feasibility prototypes addressing real-world scalable problem-opportunities. Practical Tool: Creation Venture Ideas Pitch as a compulsory project	10 Hrs

References :

- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGrawHill, 11th Edition.
- Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business
- Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons.
- Simon Sinek (2011) Start with Why, Penguin Books limited
- Brown Tim (2019) Change by Design Revised & Updated: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Business
- Namita Thapar (2022) The Dolphin and the Shark: Stories on Entrepreneurship, Penguin Books Limited
- Saras D. Sarasvathy, (2008) Effectuation: Elements of Entrepreneurial Expertise, Elgar Publishing Ltd

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