

## **F.Y. Undergraduate Degree (Sem-I)**

### **VEC--T : ENTREPRENEURSHIP ESSENTIALS - I**

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**Lectures: 30 hrs**

**Credits-02 [T]**

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**Course Overview:** This is a comprehensive course designed to guide students through the journey of venture creation. The curriculum is structured to develop entrepreneurial mindsets and equip learners with the tools and techniques required to build and sustain successful businesses.

#### **Course Objectives:**

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

1. Develop entrepreneurial mind-set and attributes; entrepreneurial skill sets for venture creation and entrepreneurial leadership
2. Apply process of problem-opportunity identification and feasibility assessment through developing a macro perspective of the real market, industries, domains and customers while using design thinking principles to refine and pivot their venture idea.
3. Analyse Customer and Market segmentation, estimate Market size, develop and validate Customer Persona.
4. Initiate Solution design, Prototype for Proof of Concept.
5. Understand MVP development and validation techniques to determine Product-Market fit
6. Craft initial Business and Revenue models and understand basics of financial planning

#### **Course Outcome:**

Upon successful completion of the course, students will be able to

1. Demonstrate an entrepreneurial mind-set and appreciate the concepts of entrepreneurship, cultivate essential attributes to become an entrepreneur or Intrapreneur and demonstrate skills such as problem solving, team building, creativity and leadership
2. Comprehend the process of problem-opportunity identification through design thinking, identify market potential and customers while developing a compelling value proposition solution
3. Build Prototype for Proof of Concept and validate MVP of their practice venture idea
4. Analyse and refine business models to ensure sustainability and profitability
5. Create a basic business plan and feasibility analysis to assess the financial viability of a venture
6. Prepare and deliver an investible pitch deck of their practice venture to attract stakeholders

#### **Teaching Scheme :**

Blended Online Learning – Self Paced

**Evaluation Method :**

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

**Course Outline:**

Module 1	<p><b>Entrepreneurship Fundamentals and Problem- Opportunity Identification</b></p> <p>Meaning and concept, attributes and mind-set of entrepreneurial and intrapreneurial leadership, role models in each and their role in economic development. Understanding and analysing the macro-Problem and Industry perspective, technological, socio economic and urbanization trends and their implication on new opportunities. Aligning passion, identifying and defining problem using Design thinking principles. Analysing problem and validating with the potential customer.</p> <p><b>Core Teaching Tool:</b> Industry Case Studies (Personalized for students – 16 industries to choose from), Passion CV, Venture Activities, AI Tutor</p>	10 Hrs
Module 2	<p><b>Customer Discovery, Ideation and competition mapping</b></p> <p>Understanding customer, customer segmentation, creating and validating customer personas. Understanding Customer Jobs-to-be-done and crafting innovative solution design to map to customer’s needs and create a strong value proposition. Iterating problem-customer fit. Examining ideation techniques and generating solution ideas. Competition and Industry trends mapping for assessing market sizing - initial opportunity.</p> <p><b>Core Teaching Tool:</b> Role play- customer persona, ‘Get out of the Building’ exercise, AI Coach- Wadhwani Idea enhancer and Venture Activities</p>	10 Hrs
Module 3	<p><b>Prototyping &amp; Basics of Business Model</b></p> <p>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. Introduction to revenue model and its types, Lean approach and basics of financial management.</p> <p><b>Core Teaching Tool:</b> Venture Activities, no-code Innovation tools, Class activity, Founder Case Studies, Financial simulation</p>	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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