

## F.Y. Undergraduate Degree (Sem-II/III)

### VEC—T : ENTREPRENEURSHIP ESSENTIALS - II

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**Lectures: 30 hrs**

**Credits-02 [T]**

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**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 with opportunities to validate, pivot & 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	<p><b>From Idea to Venture – Validating, Refining, Opportunity Assessment &amp; Shaping Entrepreneurial Ideas</b></p> <p>Revisit and refine entrepreneurial ideas developed in earlier coursework. Pivot or improve ideas. Validate Problem-solution fit. Assess relative market position via competition analysis, sizing the market and assess scope and potential scale of the opportunity.</p> <p>Introduction to Business model and types, Rework on Lean approach, Importance of Build - Measure – Lean approach. Validate Product -Market fit.</p> <p><b>Core Teaching Tool:</b> Founder Case Studies -INT Technologies; Class activity and discussions; Venture Activities.</p>	10 Hrs
Module 2	<p><b>Financial Model and Go-to-Market Plan</b></p> <p>Business planning: components of Business plan- Sales plan, People plan and financial plan.</p> <p>Financial Planning: Types of costs, preparing a financial plan for profitability using financial template, understanding basics of Unit economics and analysing financial performance.</p> <p>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 &amp; Equity, Map the Start-up Lifecycle to Funding Options.</p> <p><b>Core Teaching Tool:</b> Founder Case Studies –SecurelyShare; Class activity and discussions; Financial Simulation, Venture Activities.</p>	10 Hrs
Module 3	<p><b>Scale Outlook and Venture Pitch readiness</b></p> <p>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. Students create Venture Ideas Pitch and feasibility prototypes addressing real-world scalable problem-opportunities.</p>	10 Hrs

	<p><b>Core Teaching Tool:</b> Expert talks; Cases; Class activity and discussions; Venture Activities.</p> <p><b>Practical Tool:</b> Creation Venture Ideas Pitch as a compulsory project</p>	
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## 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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