

## Faculty of Commerce and Management

### General Electives

#### First Semester

### BASICS OF ENTREPRENEURSHIP SKILLS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL				
GE	BASICS OF ENTREPRENEURSHIP SKILLS	60	20	20	-	-	4	-	-	4

**Legends:** L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

**Internal Assessment-** It shall be based on the following components-*Quiz/Assignments/Project/Class Participation/Attendance/Synergy*; no component shall exceed **10** marks.

#### Course Objective

The primary objective of course is to develop entrepreneurial mindset of the students through experiential learning techniques and equip the students with the concepts of entrepreneurship.

#### Course Content

##### Unit-1: Discover Yourself:

Identify individual's Hobbies, Interest, and Passion/Flow.

Discuss and analyse the case studies related to effectuation and effectuation principles.

Identify individual's entrepreneur style

##### Unit-2: Idea/Problem:

Go out of the building and conduct problem interview with prospects

Identify a problem worth solving using Design Thinking Process (Wadhvani Foundation/Stanford D-School).

Design a Value Proposition canvas and Deep dive into Gains, Pains and "Jobs-To-Be-Done"

##### Unit-3: Business Model:

Design a Lean Canvas for the problem worth solving identified

Identify Riskiest Parts of Plan

GO Out of the building and Run Solution interviews

Design MVP- Build-Measure-Learn Feedback Loop

##### Unit-4: Revenue & Cost:

Download the Annual report of a company and submit analysis report on financial statements including income, costs, gross and net margins.

Download the Annual report of a company and submit analysis report on Primary and Secondary Revenue Stream, Different Pricing Strategies, Product and Operations Costs.

Design an investor's pitch based on various sources of funds.

##### Unit-5: Team:

Design the roles and responsibilities of a Leader and Pitch for candidates to join startups

Create company profile page and strategy based on Bulls Eye Framework.

List out all necessary documents needed for starting and operating a business.

Create a compliance report

#### Suggestive Readings

1. Dinanath Kaushik (2013) Studies in Indian Entrepreneurship, New Delhi, Cyber Tech Publications
2. Kaliyamoorthy and Chandrasekhar (Eds: 2007), Entrepreneurial Training: Theory and Practice, New Delhi, Kanishka Publishers
3. Robert Hisrich, Michael Peters and Dean Shepherd (2009) Entrepreneurship, New Delhi, Tata McGraw-Hill Publishing Company Limited

4. Rajagopalan (Ed: 2006) Promoting Sustainable Livelihoods: Concepts and Approaches, The ICFAI University Press
5. Roy Rajeev (2011), Entrepreneurship (ed.2), New Delhi, Oxford University Press
6. Donald L. Sexton & Raymond W. Smilor, The Art and Science of Entrepreneurship, Ballinger
7. Clifford M. Baumback & Joseph R. Mancuso, Entrepreneurship and Venture Management, Prentice Hall
8. Gifford Pinchot, Intrapreneuring, Harper & Row