

COURSE OBJECTIVES:

1. Learn basic concepts in entrepreneurship, develop mind-set and skills necessary to explore entrepreneurship
2. Apply process of problem - opportunity identification and validation through human centred approach to design thinking in building solutions as part of engineering projects
3. Analyse market types, conduct market estimation, identify customers, create customer persona, develop the skills to create a compelling value proposition and build a Minimum Viable Product
4. Explore business models, create business plan, conduct financial analysis and feasibility analysis to assess the financial viability of a venture ideas & solutions built with domain expertise
5. Prepare and present an investible pitch deck of their practice venture to attract stakeholders

MODULE – I: ENTREPRENEURIAL MINDSET**4L,8P**

Introduction to Entrepreneurship: Definition – Types of Entrepreneurs – Emerging Economies – Developing and Understanding an Entrepreneurial Mindset – Importance of Technology Entrepreneurship – Benefits to the Society.

Case Analysis: Study cases of successful & failed engineering entrepreneurs - Foster Creative Thinking: Engage in a series of Problem-Identification and Problem-Solving tasks

MODULE – II: OPPORTUNITIES**4L,8P**

Problems and Opportunities – Ideas and Opportunities – Identifying problems in society – Creation of opportunities – Exploring Market Types – Estimating the Market Size, - Knowing the Customer and Consumer - Customer Segmentation - Identifying niche markets – Customer discovery and validation; Market research techniques, tools for validation of ideas and opportunities

Activity Session: Identify emerging sectors / potential opportunities in existing markets - Customer Interviews: Conduct preliminary interviews with potential customers for Opportunity Validation - Analyse feedback to refine the opportunity.

MODULE – III: PROTOTYPING & ITERATION**4L,8P**

Prototyping – Importance in entrepreneurial process – Types of Prototypes - Different methods – Tools & Techniques.

Hands-on sessions on prototyping tools (3D printing, electronics, software), Develop a prototype based on identified opportunities; Receive feedback and iterate on the prototypes.

MODULE – IV: BUSINESS MODELS & PITCHING**4L,8P**

Business Model and Types - Lean Approach - 9 block Lean Canvas Model - Riskiest Assumptions in Business Model Design – Using Business Model Canvas as a Tool – Pitching Techniques: Importance of pitching - Types of pitches - crafting a compelling pitch – pitch presentation skills - using storytelling to gain investor/customer attention.

Activity Session: Develop a business model canvas for the prototype; present and receive feedback from peers and mentors - Prepare and practice pitching the business ideas- Participate in a Pitching Competition and present to a panel of judges - receive & reflect feedback

MODULE – V: ENTREPRENEURIAL ECOSYSTEM

4L,8P

Understanding the Entrepreneurial Ecosystem – Components: Angels, Venture Capitalists, Maker Spaces, Incubators, Accelerators, Investors. Financing models – equity, debt, crowdfunding, etc, Support from the government and corporates. Navigating Ecosystem Support: Searching & Identifying the Right Ecosystem Partner – Leveraging the Ecosystem - Building the right stakeholder network

Activity Session: Arrangement of Guest Speaker Sessions by successful entrepreneurs and entrepreneurial ecosystem leaders (incubation managers; angels; etc), Visit one or two entrepreneurial ecosystem players (Travel and visit a research park or incubator or makerspace or interact with startup founders).

TOTAL: 60 PERIODS

COURSE OUTCOMES:

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

- CO1: Develop an Entrepreneurial Mind-set and Understand the Entrepreneurial Ecosystem Components and Funding types
- CO2: Comprehend the process of opportunity identification through design thinking, identify market potential and customers
- CO3: Generate and develop creative ideas through ideation techniques
- CO4: Create prototypes to materialize design concepts and conduct testing to gather feedback and refine prototypes to build a validated MVP
- CO5: Analyse and refine business models to ensure sustainability and profitability Prepare and deliver an investible pitch deck of their practice venture to attract stakeholders

REFERENCES:

1. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGrawHill, 11th Edition
2. Bill Aulet (2024). Disciplined Entrepreneurship: 24 Steps to a Successful Startup. John Wiley & Sons.
3. Bill Aulet (2017). Disciplined Entrepreneurship Workbook. John Wiley & Sons.
4. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business
5. Blank, S. G., & Dorf, B. (2012). The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company. K&S Ranch
6. Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons
7. Marc Gruber & Sharon Tal (2019). Where to Play: 3 Steps for Discovering Your Most Valuable Market Opportunities. Pearson.