



# Basic Entrepreneurship for Engineers

[6<sup>th</sup> Semester, Third Year]

## Course Description

Offered by Department

HSS

Credits

3-0-0, (3)

Status

EPR

Code

HS106303HS

[Pre-requisites: Entrepreneurship orientation test]

## Course Objectives

To expose student to understand the basics of venture development process through developing a practice venture by identifying a problem worth solving, creating value proposition and business model lean canvas and building Minimum Viable Product (MVP).

## Course Content

### Unit-1 Spot your opportunity:

Finding the Flow; Effectuation; Identifying the Effectuation principles used in activities; Identifying Problem Worth Solving; Design Thinking; Brainstorming; Presenting the Identified problems; Identifying the Entrepreneurial Style.

### Unit-2 Problem solution fit and Lean methodology,

Customers and Markets; Segmentation and Targeting; Identifying Jobs, Pains, and Gains and Early Adopters; Crafting Value Proposition Canvas (VPC); Presenting VPC; Basics of Business Model and Lean Approach; Sketching the Lean Canvas; Risks and Assumptions; Presenting Lean Canvas

### Unit-3 Solution – Market fit and MVP

Blue Ocean Strategy - Plotting the Strategy Canvas; Four Action Framework: Eliminate- Reduce-Raise-Create Grid of Blue Ocean Strategy; Building Solution Demo and Conducting Solution Interviews; Problem-Solution Fit; Building MVP; Product-Market Fit; Presenting MVP

### Unit-4 Feasibility Analysis

Cost Structure - Estimating Costs; Revenues and Pricing: Revenue Streams, Revenue Types, Identifying Secondary Revenue Streams, Estimating Revenue and Price; Profitability Checks; Bootstrapping and Initial Financing; Practising Pitch; Shared Leadership; Hiring and Fitment, Team Role and Responsibilities.

## Course Materials

### Required Text: Text books

1. Maurya, A., 2012. Running Lean: Iterate from Plan A to a Plan That Works. O'Reilly Media
2. Roy, R., 2012. Entrepreneurship. Oxford University Press
3. Gupta, T. S., 2011. Intellectual Property Law in India. Kluwer Law International

### Optional Materials: Reference Books

1. Csikszentmihalyi, M., 2008. Flow: The Psychology of Optimal Experience. Harper Perennial Modern Classics
2. Sarasvathy, S. D., 2009. Effectuation: Elements of Entrepreneurial Expertise. Edward Elgar Publishing Ltd.
3. Ries, E., 2011. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. The Crown Publishing Group
4. Kim, W. C. & Mauborgne, R., 2005. Blue Ocean Strategy. Harvard Business School Press Boston, Massachusetts
5. Blank, S., 2005. The Four Steps to the Epiphany: Successful Strategies for Startups That Win.