

II Year II Semester

| Code | Course | Marks | L | T | P | C |
|----------|------------------------------|-------|---|---|---|---|
| 24BB4C06 | Entrepreneurship Development | 100 | 2 | 0 | 0 | 2 |

Course Outcomes:

After completion of the course student will be able to

| CO Number | CO Statement | Knowledge Level |
|-----------|--|-----------------|
| CO1 | Explain the concepts of entrepreneurship and Identify the traits and decision-making skills required to become an entrepreneur. | Understanding |
| CO2 | Generate business ideas, evaluate their feasibility, and apply design thinking to create value propositions and customer insights. | Applying |
| CO3 | Develop a business plan by integrating government initiatives, institutional support, and financial assistance for entrepreneurial ventures. | Applying |
| CO4 | Identify challenges faced by startups and propose strategies to overcome various problems in business operations. | Applying |
| CO5 | Examine how innovation and technology support entrepreneurship and design strategies for managing new products and intellectual property. | Analyzing |

Course Content:

Unit-I Entrepreneurship Introduction: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, Theories of entrepreneurship; Classification of entrepreneurship Entrepreneur: the skills/ traits required to be an entrepreneur, Creative and Design Thinking.

Unit-II Entrepreneurial Plan: Idea Generation: - Sources of business ideas -Opportunity recognition. - Idea Evaluation: - Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development, capstone project presentation.

Unit-III Development Processes: Translate Business Model into a Business Plan, Visioning for venture-Startup, Standup programmes, other Government initiative programmes for Women entrepreneur and Rural entrepreneur - Institutional support for new ventures- Small-scale Industries, Govt. Policies for SSIs- Role of SIDBI in Project Management- E-cell

Unit-IV Operation problems: Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems -Business Licenses, business permits- creating scalability- understanding of market

Signed by:

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(Chairman)

Dr. A KrishnaMohan
(University Nominee)

Dr. P Uma Maheswari Devi
(Subject Expert -1)

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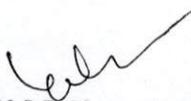
size- Managing start-up finance, Types of Uncertainty- Sick industries- Anti dumping – Foreign Markets- Reasons for Sickness, Remedies for Sickness- Role of BIFR in revival.

Unit-V Introduction to Innovation management: Managing Innovation within Firms, Business strategy & organization Knowledge, New Product Strategy & Managing New Product Development, Role of Technology in Management of innovation.

References:

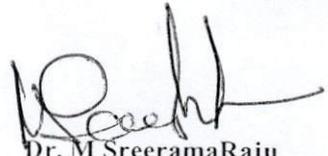
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- 3) Jonne & Ceserani-Innovation & Creativity(Crest) 2001.
- 4) Bridge Setal-Understanding Enterprise: Entrepreneurship and Small Business (Palgrave,2003)
- 5) Holt-Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
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- 8) Tushman, M.L. & Lawrence, P.R. (1997)-Managing Strategic Innovation & Change Oxford .
- 9) Jones T. (2003)-Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability. Butter work Heinemann, U. K.
- 10) Satyanarayana (2018) Entrepreneurship Management - Discovery Publishing House Pvt. Ltd., New Delhi
- 11) Amidon, D. M.(1997)-Innovation Strategy for the Knowledge Economy: The Kanawakening. Butterwork-Heinemann, New Delhi, India.

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