

<b>VC18005</b>	<b>Basics of Entrepreneurship Development</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
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<b>OBJECTIVES :</b>
<ul style="list-style-type: none"> <li>To provide Knowledge on Self-discovery and Problem identification.</li> <li>To provide Skill set on Identifying customer segment and Practice on Business Model.</li> <li>To understand the Market, Sales and support.</li> </ul>

<b>UNIT I</b>	<b>Self-Discovery &amp; Problem Identification</b>	<b>6</b>
Orientation of Entrepreneurship – Case Study – activity – Effectuation – Principles of Effectuation – Identifying Entrepreneur skill. Problem Identification – Design thinking – look for solution – activity – Brain storming.		
<b>UNIT II</b>	<b>Customer &amp; Business Model</b>	<b>6</b>
Identifying customer segment, understanding the market – Product selection –activity – value proposition canvas. Identify the Problem, Solution and Risk identification – Activity – Business model.		
<b>UNIT III</b>	<b>Validation and Resources</b>	<b>6</b>
Build a Minimum Viable Product (MVP) – validation and launching of MVP –activity – MVP Interview. Cost – Revenue – Pricing – Profitability – Sources of finance – activity – Bootstrap Finance – Leadership – Identifying Co-founders and Hiring a Team – activity –Pitching about a venture		
<b>UNIT IV</b>	<b>Market and sales</b>	<b>6</b>
Positioning and branding – network and channels – sales planning – activity – selling skill.		
<b>UNIT V</b>	<b>Support</b>	<b>6</b>
Project Management – Project tracking – Basics of Business regulations – Activity – capstone project.		
<b>TOTAL : 30 PERIODS</b>		
<b>OUTCOMES</b>		
CO1: Acquire knowledge and Practice on Self Discovery and Problem identification.		
CO2: Understand the concept of Identifying the Customer and Business model.		
CO3: Acquire knowledge on various Resource and Practice on validation.		
CO4: Acquire knowledge on marketing and sales.		
CO5: Practice on Project management.		
<b>TEXT BOOKS:</b>		
1. S.S.Khanka, “Entrepreneurial Development” S.Chand & Co. Ltd., Ram Nagar, New Delhi, 2013.		
2. Donald F Kuratko, “ Entrepreneurship – Theory, Process and Practice”, 9th edition, Cengage Learning 2014		
<b>REFERENCES :</b>		
1. Hisrich R D, Peters M P, “Entrepreneurship” 8th Edition, Tata McGraw-Hill, 2013.		

2. Mathew J Manimala, “Entrepreneurship Theory at Cross Roads: paradigms and Praxis”, 2nd Edition Dream Tech, 2005.

**Web Resource:**

<https://learnwise.wfglobal.org/#/IN/en/courses>

**Checklist :-**

1.	The basic fundamentals have been covered in the syllabus	Yes / <del>NO</del>
2.	The unit wise hours are distributed according to the contents	Yes / <del>NO</del>
3.	Whether the credit allotted for this subject is sufficient	Yes / <del>NO</del>
4.	Whether two to three recent edition textbooks are available for the subject	Yes / <del>NO</del>
5.	Whether this subject requires any prerequisites	Yes / <del>NO</del>
6.	Whether the recent trends are mentioned in this subject	Yes / <del>NO</del>
7.	Whether the prerequisites for this subject is correctly mentioned	Yes / <del>NO</del>
8.	Atleast five to six reference books are mentioned in the syllabus	Yes/ <del>NO</del>
9.	Web content / URL address for the recent topics are given in the references	<del>Yes</del> / NO
10..	Internal Faculty Members involved in preparing the syllabus	List the name, Designation, address and signature
<p>1. Dr.S.Ilayavel, Associate Professor, Dept. of Mechanical Engineering &amp; Manager, SVCE-EPIC.</p> <p>2. Mr.V.Senthil Velan, Assistant Professor, Dept. of Mechanical Engineering &amp; Project Officer, SVCE-EPIC.</p> <p>3. Dr.Amutha Charu Sheela, Assistant Professor, Dept. of HSS, SVCE.</p> <p>All the faculty member have been trained by EDII-TN and NEN for conducting the courses (Foundation course and advanced courses).</p>		
11.	External faculty Expert Members involved in preparing the syllabus.	List the name, Designation, address and signature
12..	Industry expert members involved in the preparing the syllabus.	List the name, Designation, address and signature
<p>Supported by Entrepreneurship Development and Innovation Institute (EDII-TN), Govt. of Tamil Nadu and National Entrepreneurship Network (NEN), a division of Wadhvani Foundation (WF).</p>		
13.	Whether the syllabus meets the requirements of competitive examinations (GATE / IES)	Yes / <del>NO</del>
14.	References used for framing the syllabus	List down
<p>1. Rajeev Roy, "Entrepreneurship" 2nd edition, Oxford University Press, 2011.</p>		

2. EDII “Faculty and External Experts – A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development”, Institute of India, Ahmadabad, 1986. 1.		
15	Who reviewed the syllabus	List the name, Designation, address and signature
1. Dr.S.Ilaiyavel, Associate Professor, Dept. of Mechanical Engineering & Manager, SVCE-EPIC. 2. Mr.V.Senthil Velan, Assistant Professor, Dept. of Mechanical Engineering & Project Officer, SVCE-EPIC. 3. Dr.Amutha Charu Sheela, Assistant Professor, Dept. of HSS, SVCE.		
16	Syllabus Approved by	List the name, Designation, address and signature
4. Dr.S.Ilaiyavel, Associate Professor, Dept. of Mechanical Engineering & Manager, SVCE-EPIC.		

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**Course Name: VC18005 Basic of Entrepreneurship Development**

**Credits: 2**

**Total hours: 30**

SL.NO	NAME	Registration Number	DEPT	YEAR	FINAL SCORE %
1	Anuja J	180301006	CHE	2	89
2	J. Shoab akthar	180101042	AUTO	2	89
3	R.Raghavan	180701093	ECE	2	86
4	Kavya Rajendran	180501073	CSE	2	72
5	Manibalan. S	181001047	MECH	2	83
6	Priya Shrinithi R	180501113	CSE	2	83
7	Liveesh. B	180501085	CSE	2	83
8	Ameya Ingrole	181001006	MECH	2	89
9	Ganesh Kumaran S	180601012	EEE	2	89
10	Arsath kader K.A	180301009	CHE	2	89
11	Sathish kumar G	171001096	MECH	3	77
12	Sivakumar R	180801087	IT	2	74
13	Papareddy sai revanth	181001317	MECH	2	77
14	A. Thilakesh Raj	180801100	IT	2	89
15	Gnanamanola S	181001021	MECH	2	85
16	J.vijey	180801105	IT	2	74
17	S A Hari hara kumar	180701031	ECE	2	74
18	Jai jishnesh V	180701038	ECE	2	67
19	Akshay	170301009	CHE	3	81
20	Darshan B	180301014	CHE	2	81
21	K.G.Vishnu Prabhu	180101047	AUTO	2	77
22	R.Yokesh kumaar	180101049	AUTO	2	72