

VC18005	Basics of Entrepreneurship Development	L	T	P	C
		1	0	2	2

OBJECTIVES :

- To provide Knowledge on Self-discovery and Problem identification.
- To provide Skill set on Identifying customer segment and Practice on Business Model.
- To understand the Market, Sales and support.

UNIT I	Self-Discovery & Problem Identification	6
Orientation of Entrepreneurship – Case Study – activity – Effectuation – Principles of Effectuation – Identifying Entrepreneur skill. Problem Identification – Design thinking – look for solution – activity – Brain storming.		
UNIT II	Customer & Business Model	6
Identifying customer segment, understanding the market – Product selection –activity – value proposition canvas. Identify the Problem, Solution and Risk identification – Activity – Business model.		
UNIT III	Validation and Resources	6
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		
UNIT IV	Market and sales	6
Positioning and branding – network and channels – sales planning – activity – selling skill.		
UNIT V	Support	6
Project Management – Project tracking – Basics of Business regulations – Activity – capstone project.		
TOTAL : 30 PERIODS		
OUTCOMES		
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.		
TEXT BOOKS:		
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		
REFERENCES :		
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 / NO
2.	The unit wise hours are distributed according to the contents	Yes / NO
3.	Whether the credit allotted for this subject is sufficient	Yes / NO
4.	Whether two to three recent edition textbooks are available for the subject	Yes / NO
5.	Whether this subject requires any prerequisites	Yes / NO
6.	Whether the recent trends are mentioned in this subject	Yes / NO
7.	Whether the prerequisites for this subject is correctly mentioned	Yes / NO
8.	Atleast five to six reference books are mentioned in the syllabus	Yes/ NO
9.	Web content / URL address for the recent topics are given in the references	Yes / NO
10..	Internal Faculty Members involved in preparing the syllabus	List the name, Designation, address and signature
<p>1. Dr.S.Iaiyavel, Associate Professor, Dept. of Mechanical Engineering & Manager, SVCE-EPIC.</p> <p>2. Mr.V.Senthil Velan, Assistant Professor, Dept. of Mechanical Engineering & 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 / NO
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.

Entrepreneurship Promotion and Incubation Center
Sri Venkateswara College of Engineering

Autonomous - affiliated to Anna University, Chennai.

AY:2020-2021(Even)

Course Name: VC18005 Basic of Entrepreneurship Development

Credits: 2

SL.NO	NAME	Registration Number	DEPT	YEAR	FINAL SCORE %	Remark
1	Saranraj S	180101037	AUTO	3	91	Pass
2	Shreeyas.M.S	190301061	CHE	2	85	Pass
3	Samraj S	180101310	AUTO	3	90	Pass
4	Mohanakrishna Gopika.V	180501092	CSE	3	86	Pass
5	Vishali K.C.	180501176	CSE	3	98	Pass
6	Tanari Sai Vignesh	191001061	MECH	2	88	Pass
7	Yokesh K.P.	191001069	MECH	2	88	Pass
8	Abhinesh R P	180501003	CSE	3	96	Pass
9	Rithania R	180501119	CSE	3	86	Pass
10	Rakesh Kumar G	180501116	CSE	3	90	Pass
11	Sowndarya V.	190301063	CHE	2	85	Pass
12	Swetha K.	190301068	CHE	2	91	Pass
13	Supraja G.S.	190301065	CHE	2	88	Pass
14	Mohamed Hassan J	180501091	CSE	3	86	Pass
15	Kamalishree A	180501068	CSE	3	91	Pass
16	Hemalatha R	190401016	CIVIL	2	88	Pass
17	Rishi kumar	180501118	CSE	3	86	Pass
18	Kirthana S	180501078	CSE	3	90	Pass
19	H.Mohamed Thoufeeq	180101307	AUTO	3	90	Pass
20	Sugandhan D	180401039	CIVIL	3	86	Pass
21	Khadeejathul Humaira M S	180501077	CSE	3	86	Pass
22	Niketha D.	180501100	CSE	3	91	Pass
23	Niranjani K.P	180501103	CSE	3	83	Pass
24	Bhuvanewar B	180401007	CIVIL	3	86	Pass
25	S.Arun kumar	190301008	CHE	2	86	Pass

26	Gogula chezhiyan N	190401008	CIVIL	2	88	Pass
27	A.Jenisha	190401019	CIVIL	2	90	Pass
28	Vivedhitha Varshini	190401038	CIVIL	2	90	Pass
29	G Harshavarthani	190401015	CIVIL	2	90	Pass
30	Laleeth kumar D	190401023	CIVIL	2	82	Pass
31	Naveen S.	180401022	CIVIL	3	82	Pass
32	Logeshwari R.	180401016	CIVIL	3	95	Pass
33	Tilaaq rohith T.M.	180401041	CIVIL	3	85	Pass
34	Nancy H	180401020	CIVIL	3	90	Pass
35	Vengadesh V	180401042	CIVIL	3	85	Pass
36	K.Keerthana	180501075	CSE	3	90	Pass
37	Karthiga R	180501069	CSE	3	86	Pass
38	Chandru R	180501028	CSE	3	98	Pass
39	P.vijay	180401311	CIVIL	3	91	Pass
40	Sneha R	180501304	CSE	3	76	Pass
41	Dinesh Babu K	180401303	CIVIL	3	91	Pass
42	Gowtham M.	180101306	AUTO	3	90	Pass
43	Jothika V	180501067	CSE	3	91	Pass
44	Sai chaitanya C.	180101309	AUTO	3	91	Pass
45	S.Rithika	180501121	CSE	3	85.2	Pass
46	Priya dharshini N	180501112	CSE	3	85.2	Pass
47	Pratiba. K	180501110	CSE	3	85.2	Pass
48	Sharadha lakshmi.V.S	180401033	CIVIL	3	86	Pass
49	Eswara srinivasan V	180401010	CIVIL	3	85	Pass
50	Lakshman Kumar D	180501084	CSE	3	85	Pass
51	Monish Kanna R	180501093	CSE	3	76	Pass
52	Nivetha K S	180501104	CSE	3	85	Pass
53	Navitha sree V.	190301043	CHE	2	88	Pass
54	Pallavi. V	180501106	CSE	3	83	Pass
55	Mirthika.B.S	180501090	CSE	3	85	Pass
56	N. M. Monnishaa	180501094	CSE	3	83	Pass
57	Keerthi R	180401013	CIVIL	3	91	Pass
58	Pershiya D	180401023	CIVIL	3	81	Pass
59	Monisha G	180401019	CIVIL	3	95	Pass
60	Sriram M.	180101044	AUTO	3	91	Pass
61	S Mohetraj	180401018	CIVIL	3	82	Pass
62	Rakesh S	180401027	CIVIL	3	81	Pass
63	Abishek Murali	180401002	CIVIL	3	81	Pass
64	Iswariya M	180501062	CSE	3	93	Pass
65	Ilakkiya K	180501060	CSE	3	93	Pass
66	Deva Dharshini G	180501035	CSE	3	93	Pass
67	Arshiya A S	190401003	CIVIL	2	95	Pass
68	Manoj prakashan M	180101023	AUTO	3	89	Pass

69	kamalesh D	180101018	AUTO	3	89	Pass
70	Ravikrishnan S.	191001042	MECH	2	88	Pass
71	Nithish K	191001036	MECH	2	88	Pass
72	Ajay Krishnamurthy	180401004	CIVIL	3	82	Pass
73	S.Sudharsan	180101045	AUTO	3	89	Pass
74	Rithi Rajesh G	180501120	CSE	3	90	Pass
75	Roshni Varghese	180501303	CSE	3	76	Pass
76	P V Karthick Kumar	180401307	CIVIL	3	90	Pass