

Course: Entrepreneurship Essentials

Course Code: noc21-ge06

Session: 2020-21

Duration: 12 Weeks

Assessment procedures: Weekly Assignment (25%) + proctored certification Exam (75%)

Curriculum of the Course:

- Week 1:** Introduction
Dhirubhai Ambani & Sofia
Myths & Realities about entrepreneurship
Entrepreneurial qualities
Why start-ups fail?
- Week 2:** Mission, vision, entrepreneurial qualities – I
Mission, vision, entrepreneurial qualities – II
Value proposition
Business Model canvas
Business model generation
- Week 3:** Competitive advantage
Lean start-up – 1
Lean start-up – 2
Team and early recruit
Legal forms of business
- Week 4:** Marketing management 1
Marketing management 2
Market research –I
Market research –II
Market research –Example
- Week 5:** Introduction to financial statements
Profit & Loss statement
Balance sheet
Cash flow
Example – 1
Example – 2
Cost-volume-profit & Bread-Even analysis
Capital budgeting
- Week 6:** Business plan-I
Business plan-II
Pitching
Go-to-market strategies
Does & Don'ts
- Week 7:** How to innovate

Design Thinking
Design-Driven Innovation, Systems thinking
Open innovation, TRIZ
How to start a start-up?

Week 8: Government incentives for entrepreneurship (1 lecture)
Incubation, acceleration
Funding new ventures – bootstrapping, crowd sourcing,
angel investors, VCs, debt financing (3), due diligence
Legal aspects of business (IPR, GST, Labour law)

Week 9: Cost, volume, profit and break-even analysis
Margin of safety and degree of operating leverage
Capital budgeting for comparing projects or opportunities
Product costing
Product pricing

Week 10: Funding new ventures – bootstrapping, crowd sourcing,
Angel investors, VCs, debt financing (3), and due diligence
Incubation and acceleration
Government incentives for entrepreneurship
Project cost and Financial Closure

Week 11: Dos & Dents in entrepreneurship
Growth Hacking
Growth Strategy
Legal aspects of business (IPR, GST, Labor law)
Negotiation skill

Week 12: Human Resource management in startups
Pivoting
Entrepreneurial cases
Risk assessment and analysis
Strategy management for entrepreneurial ventures
Factors driving success and failure of ventures
Concluding remarks

List of students enrolled

S.No	Student Name
1	Ankit Saini
2	Arihant pokharna
3	Arpita Dubey
4	Chhavi Jangid
5	Nikhil gupta

6	Harshit Sharma
7	HARSH JAIN
8	Hritik Gaur
9	Aayush Jain
10	Jayesh Soni
11	Khushi Jain
12	Harsh Sharma
13	Kartik Khandelwal
14	Rakshit khandelwal
15	khushi khandelwal
16	Komal jha
17	Mohit jain
18	Mukul jangid
19	PRASHU JAIN
20	Jagrati Sharma
21	JAYESH SONI
22	Komal soni