

EIC11001	Venture Ideation	L	T	P	C
Version 1.0	Contact Hours -30	2	0	0	2
Pre-requisites/Exposure	Basic knowledge of English and computer applications such as Internet Explorer and MS Office				
Co-requisites	--				

Course Objectives:

- To help the students understand the way to be an Entrepreneur
- To identify the right business opportunity
- To empower students to perform a technical feasibility study and thereby developing a prototype
- To help students in identifying their customers using primary and secondary research methods.
- Expose students to various factors of market and competition with the help of market feasibility study, forecasting techniques, business model canvass and insights about financial statements.
- To prepare students with finalizing their entrepreneurial Portfolio

Course Outcomes:

On completion of this course, the students will be able to:

CO1. Assess personal capacity in the context of the entrepreneurial process

CO2. Assess characteristics of successful entrepreneurs and entrepreneurial forms and processes

CO3. Apply resources, research and tools for Entrepreneurial ventures **CO4.** Analyze and apply opportunity identification techniques, feasibility, terminology, processes and models

CO5. Develop Ideation and planning documents for entrepreneurial venture

Course Description:

Over the last decade, the core of our economy has been transitioning from one of industrial might, large monolithic corporations and mass production towards one of networks, flexible enterprises comprising many smaller units and unique value. This new economy is based on innovation originating in creativity and design; it is also disrupting long-standing and established employment patterns and bringing to the fore the importance of entrepreneurship. This core unit will bring together creativity, design and entrepreneurship at the conceptual and more practical level. It aims to explore the nature, determinants and consequences of creativity, design and entrepreneurship as well as the interaction between them.

Course Content:

Units	Lecture Hours
Unit-1: . Introduction Preview of the Course, Introduction to the Course, Guest Lecture with U.S. Secretary of Commerce Penny Pritzker – Meaning of Innovation, Entrepreneurial opportunities, Factors influencing the feasibility of an innovation, Innovation strategy: technology- push or market-pull, Product-market fit, How to develop a business model, Walkthrough of the business model canvas, Welcome to Innovation for Entrepreneurs:From Idea to Marketplace.	6
Unit-2: . Customer Discovery and Validation Customer types, Customer archetypes, Customer segments and business models, Customer segments, value propositions, product features, value mapping, interviewingcustomer, insights of your customers.	6
Unit-3: Product Understanding and Marketing. Customer value, The DNA of customer-centricity, Crossing the chasm, Qualitative and quantitative marketing research, importance and methods of market segmentation, Focusing on the target market, Beyond the chasm, Strategic implications of beyond thechasm, E-commerce: The internet as a selling platform.	6
Unit-4: . Prototyping and Testing. Planning for prototyping, Rapid prototyping and development, Lean startup MVPs, Choosing a wire framing/UX prototyping tool, Anatomy of an experience map, What you'll learn from user testing, Analytics and insight, Troubleshooting your customer discovery, Levels of a product/service.	6

Relationship between Course Outcomes (COs) and Program Outcomes (POs):

1 = weakly mapped 2 = moderately mapped 3 = strongly mapped

[illegible]

Course Code	Course Name	COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
		CO1100	1.	1.	1.	2.	1.	2.	2.	2.	2.	-	2.4	1.4	2.0	2.4	2.2
		1	4	8	6	2	2	6	0	0	2						