Program :	**Diploma in Engineering and Technology / Commercial Practice / Management**
Course Code : **6001**	Course Title: **Entrepreneurship and Startup**
Semester : **6**	Credits: **4**
Course Category: **Humanities and Social Science**	
Periods per week: **4 (L: 3 T: 1 P: 0)**	Periods per semester: **60**

Course Objectives:

- To develop and strengthen Entrepreneurial Spirit and Resourcefulness.

- To convey the scope and opportunities of Human Resources for earning dignified means of living.

- To impart the concept and process of Entrepreneurship, and its role in the Sustainable Development of individual and the Nation.

- To empower with Entrepreneurial Quality, Competency and Motivation.

- To provide the Skills and courage for Creation and Management of Entrepreneurial Venture efficiently and effectively.

Course Prerequisites:

Topic	Course code	Course name	Semester
		Communication Skill in English	1
		Environmental Science	2
		Program Core Courses	2 to 5

Course Outcomes:

On completion of the course, the student will be able to:

COn	Description	Duration (Hours)	Cognitive Level
CO1	Explain the Dynamic Role of an Entrepreneur in Organizing and Managing a Small Business.	10	Understanding
CO2	Illustrate 'Idea to Startup' entrepreneurial culture through Design Thinking, Technology based Business Innovations and Solution to Social Problems.	19	Applying
CO3	Manage Startup, Funding and Protection of Ideas.	20	Understanding
CO4	Assess the Challenges and Exit Strategies of Startups	9	Applying
	Series Test	2	

CO-PO Mapping:

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2	3	3	3	3	2	3	3
CO3	3				2	3	3
CO4	2						

3-Strongly mapped, 2-Moderately mapped, 1-Weakly mapped

Course Outline:

Module Outcomes	Description	Duration (Hours)	Cognitive Level
CO1	**Explain the Dynamic Role of an Entrepreneur in Organizing and Managing a Small Business.**		
M1.01	List the Entrepreneurship Opportunities and Startup Ecosystem in India	1	Remembering

M1.02	Define Entrepreneur, Intrapreneur, Managers	1	Remembering
M1.03	Illustrate the Motivating Factors of Startups	1	Understanding
M1.04	Explain Case Studies of Global Ecosystem	2	Understanding
M1.05	Describe Startup Success Stories	2	Understanding
M1.06	Explain Startup India move by Govt. of India	1	Understanding
M1.07	Describe Kerala Startup Mission as a Nodal Agency by Govt. of Kerala to promote Startups	2	Understanding

Contents :

- Introduction to Entrepreneurship and Startup Ecosystem in India.
- Definitions, Traits of an Entrepreneur, Intrapreneur, Entrepreneurs and Managers.
- B2B/B2C Business Models, Myths about Entrepreneurship, Successful Startups in Kerala
- Women Entrepreneurship, Rural and Urban Entrepreneurship, Motivating Factors
- EmergingTechnologies,TechnologyInnovation,StartupBusiness,SocialEntrepreneurship
- GlobalStartupEcosystem,SuccessandFailureofTechnologyCompaniesinSiliconValley
- Ed-Tech,Ecommerce,FoodDelivery,Travel,Hotel,E-Wallet,TechCompaniesPopularinIndia
- Startup India, National Innovation Council, Govt. of Kerala Startup Policy, Kerala Startup Mission (KSUM), Innovation and Entrepreneurship Development Centre(IEDC)
- Kerala Technology Innovation Zone (KTIZ), Maker Village, and similar opportunities for students.
- FabLab, Future Technologies Lab, Incubators, Accelerators, and similar Government Supports
- Technology Business Incubator (TBI), Department of Science and Technology(DST)
- K-DISC, DIC, KSIDC, KSCSTE and similar Agencies/Departments Supporting Startups.
- InstitutionalSupport,TechnicalConsultancyOrganizations,GovernmentPolicies

CO2	**Illustrate 'Idea to Startup' entrepreneurial culture through Design Thinking, Technology based Business Innovations and Solution to Social Problems**		
M2.01	Illustrate Problem Identification	4	Applying
M2.02	Illustrate Technology based Products/Services	3	Applying
M2.03	Explain Social Entrepreneurial Initiative	2	Understanding
M2.04	Demonstrate Design Thinking	4	Applying

M2.05	Classify the Target Audience	1	Understanding
M2.06	Select the Marketing Strategies	1	Understanding
M2.07	Develop Business Model Canvas	4	Applying
	Series test - I	1	

Contents :

- Problem identification, discovering ideas, Visualizing and Implementing the Business
- Industry 4.0, 9 Pillars of Industry 4.0, Concept of Dark Factory
- Gandhi's concept of Appropriate Technology, Mahatma Gandhi's list of 7 SocialSins
- Searching Social/Industrial Problems Requiring Technology based Products and solutions
- Inculcate Campus to Company and Company to Campus culture among students.
- Need of Innovation in Entrepreneurship, Ideate, Innovate, Incubate, Identification and Selection of Projects, Project Report, Contents and Formulation, Project Evaluation
- Design Thinking Approaches for Product Development, Stages of Design Thinking, Empathize, Define, Ideate, Prototype, Test, Launch
- Market Study Methodologies, Identifying and Analyzing Target Market, Social Media Marketing
- Competition Evaluation and Strategy Development
- Business Model Canvas, Example Case Study of Popular Product/Service, Lean Canvas
- Activity Map, Business Plan, Risk Analysis
- Development of MSME Innovation Clusters for Local Economic Development – ODOI Program
- Knowledge Management Model of Community Business: Thai OTOP Model
- Community Led Local Resource Oriented Business Models – OITA Model of Japan
- OVOP Model – Chinese and Vietnamese Models of SME's Globalization

CO3	**Manage Startup, Funding and Protection of Ideas.**		
M 3.01	Explain Types of Enterprises	2	Understanding
M 3.02	Describe Ownership Structure	2	Understanding
M 3.03	Classify the Organization Structure of Startup	3	Understanding
M 3.04	Explain Startup Funding Options	4	Understanding
M 3.05	Describe Innovation Grants and Patent Supports	2	Understanding
M 3.06	Discuss Investor Pitching	4	Understanding
M 3.07	Explain Intellectual Property Right &Patenting	3	Understanding

Contents :

- Types of Enterprises, Small Scale, Medium Scale and Large-Scale Enterprises
- Ownership Structure, Formation of Proprietorship, Partnership, Private Ltd. Companies, LLP, Co-operatives, Capital Structure and Source of Finance, Company Registration
- Organization Structure of Startup, Recruitment and Management of Talents
- Startup Team Building, Startup Job Titles and Job Roles, Do's, and Don'ts for Startups
- Preparation of Project Report (DPR), Project Plan, Feasibility Analysis, Investment Plans
- Procedural requirements for setting up SME, NOC from Pollution Control Board ,etc.
- Financial Organization and Management, Funding Methods available for Startups in India
- Innovation Grants and Patent Support System by Kerala Startup Mission
- Self-Funding, Crowd Funding, Seed Funding, Venture Capitals, Angel Funding
- Virtual Startup Incubation Opportunities in India and Abroad (VIP-WE by Startup India)
- How to Setup Business and Start Operations anywhere in the world from anywhere?
- Communication of Ideas to Potential Investors, Investor Pitch
- Schemes by Govt Agencies: DIC, K-DISC, SIDBI,KSIDC,KINFRA,K-BIP, SFC, EDII,etc.
- IPR, Patenting and Licenses, IPR Registry in India, International Patent
- Sustainable Development Goals (SDG), Startups Addressing Global Problems

CO4	Assess the Challenges and Exit Strategies of Startups.		
M4.01	Illustrate Pitch Deck for Business Plan	2	Applying
M4.02	Explain Business Exit Strategies	1	Understanding
M4.03	Describe the Policies to avoid Bankruptcy	1	Understanding
M4.04	Explain Succession Planning & Harvesting Strategy	1	Understanding
M4.05	Illustrate Strategies for Validating Idea/Product	1	Understanding
M4.06	Identify the Rate of Success& Failure of the Idea	1	Understanding
M4.07	Explain Fail Fast or Succeed Strategy	2	Understanding
	Series test - II	1	

Contents
- Conduct Study on Startups in Cyberpark, Technopark, Info park or incubators in Kerala.
- Analyze Business Model offew Startups, Products, Founders and Organizational Structure.
- Pitch Deck, Do's to Present a Business Plan
- Business Exit Strategies for Entrepreneurs
- Bankruptcy, Founder's Do for Startups Don't Go Bankrupt
- Succession Planning for Startups
- Harvesting Strategy in a Business Plan
- Fail Fast or Succeed (FFS) approach
- Fundamentals of Validating Idea/Product
- Understand the Rate of Success/Failure of the Idea
- Market Opportunity, Scope for Commercialization
- Consultancy/Mentorship by experts of Technology, Business and Finance.

Text / Reference

T/R	Book title/ Author
R1	The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company by **Steve Blank and Bob Dorf, K & S Ranch ISBN – 978-0984999392**
R2	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by **Eric Ries, Penguin UK ISBN – 978-0670921607**
R3	Demand: Creating What People Love Before They Know They Want It by **Adrian J. Slywotzky with Karl Weber, Headline Book Publishing ISBN – 978-0755388974**
R4	The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business by **Clayton M. Christensen, Harvard Business ISBN: 978-142219602**
R5	Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days by **Jake Knapp, thesprintbook.com**

Online Resources:

Sl. No	Website Link
1	https://www.fundable.com/learn/resources/guides/startup
2	https://corporatefinanceinstitute.com/resources/knowledge/finance/corporate-structure/

3	https://www.finder.com/small-business-finance-tips
4	https://www.profitbooks.net/funding-options-to-raise-startup-capital-for-your-business/
5	https://www.thesprintbook.com
6	https://www.statupschool.org/library
7	https://www.ffs.startupmission.in/
8	https://www.startupmission.kerala.gov.in/
9	https://www.startupindia.gov.in/