

Academic Lesson Plan for 5th Semester (2023-24)

Subject: Principles of Entrepreneurship Mindset

Subject Code: AIDS 311 / AIML 311

Course: B. Tech.

Semester: 5th

Unit: I (6 Hours)

Introduction to Entrepreneurship and Innovation

S. No.	Topics to be Covered	No. of Lectures
1.	Entrepreneurship: Concepts, entrepreneurship mindset, challenges	1
2.	Innovation: What is innovation, role of technology, creating new ventures through innovative initiatives	1
3.	Business Opportunities: concepts and techniques for identifying opportunities	1
4.	Writing a problem statement and tools and techniques for idea generation	1
5.	Introduction to social entrepreneurship	1
6.	Analysis of case studies of startups in computing (mixture of both successful and failed startups, an Indian startup, startup by a student)	1

Unit: II (6 Hours)

Understanding Business Model Canvas

S. No.	Topics to be Covered	No. of Lectures
1.	Introduction to Business Model Canvas	1
2.	Customer Segments, Value Proposition	1
3.	Distribution Channels, Customer Relationship	1
4.	Revenue Streams, Key Resources	1
5.	Key Activities, Key Partnerships, Cost Structure	1
6.	Preparing a business model canvas of a problem statement	1

Unit: III (6 Hours)

Finance and Marketing for Early Entrepreneurs

S. No.	Topics to be Covered	No. of Lectures
1.	Basic understanding of P&L, Balance sheet and cash flow	1
2.	Understanding of Terms: CAGR, NPV, Angel funding, Venture capital, Debt funding, Equity	1
3.	Understanding of Terms: Private equity, Valuation, Break-even analysis, Return on investment, Working capital	1
4.	Understanding of Terms: Cost of goods sold, Customer acquisition cost, Customer life time value, Profit margins	1
5.	Understanding customer requirements, Customer profiling and segmentation	1

6.	Marketing strategy, 4 Ps of Marketing, Network effect	1
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Unit: IV (6 Hours)

Creating and Writing a Business Plan

S. No.	Topics to be Covered	No. of Lectures
1.	Introduction to different business models	1
2.	Process of Business Planning: Purpose, Structure and Content, Business plan outline	1
3.	How to write business plan, Preparing a business plan of a problem statement	1
4.	Application of business model canvas in creating the business plan	1
5.	Understand customer needs, design and conduct a survey	1
6.	Presentation of business plan, Process of incorporating a new company in India	1