

Programme Structure and Course Details of B. Tech in Robotics Engineering 2022-2026

Course Specifications: Entrepreneurship Development

Course Title	Entrepreneurship Development
Course Code	22MCM201A
Course Type	Core Theory Course
Department	Management Studies
Faculty	Management and Commerce

1. Course Summary

The open elective common course on Entrepreneurship Development has been introduced across all the undergraduate programs with an aim to impart comprehensive knowledge of an entrepreneurial ecosystem. Further, the course enables to develop entrepreneurial skills by building entrepreneurial intentions among students. The students also gain knowledge on competencies to provide with necessary inputs for creation of new ventures and scaling up existing startups. The students are also introduced to design thinking process to nurture entrepreneurial way of thinking.

2. Course Size and Credits:

Number of Credits	03
Credit Structure (Lecture: Tutorial: Practical)	1:1:1
Total Hours of Interaction	
Number of Weeks in a Semester	15
Department Responsible	Respective Department of the Faculty
Total Course Marks	100
Pass Criterion	As per the Academic Regulations
Attendance Requirement	As per the Academic Regulations

3. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Discuss the concepts and process of entrepreneurship
- CO-2. Construct and apply the idea generation techniques
- CO-3. Examine the opportunities for launching of new venture and various entry strategies
- CO-4. Acquire the skills for creation and management of entrepreneurial venture
- CO-5. Present a viable business plan, for business success

4. Course Contents

Unit 1: Introduction to Entrepreneurship

Introduction to entrepreneurship, Evolution of the concept, Entrepreneurial process, Types of

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Entrepreneurship - Social entrepreneurship, rural entrepreneurship. Characteristics of an entrepreneur, incorporation of a company, managing a family business, corporate entrepreneurship

Unit 2:

Creativity and the Business Idea: Key elements in an entrepreneur's background. Types of Innovations. Identify various sources of ideas for new ventures- methods available for generating new venture ideas- creativity, design thinking and the techniques for creative problem solving. Aspects of the product planning and development process

Unit 3

New Venture:

Creating opportunities, resources, role of new ventures and small businesses in the economy, types of entry strategies, launch a new venture and the generic strategies

Unit 4

Strategies to Sustain and Grow

Strategies for expansion, joint ventures, acquisitions, merges, franchising, public issues, rights issues, bonus issues, growth strategy, exit strategy.

Unit 5 Business Plan

Business plan, scope and value of the business plan, step-by-step explanation of the business plan, marketing plan, Organizational plan, financial plan (source of capital), entrepreneurship models

5. Course Map (CO-PO-PSO Map)

	Programme Outcomes (POs)											Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	2									2			3
CO-2	3	2	2	2	3								3	2	
CO-3	3	3	2	2								2		2	
CO-4	3	2	2	2	2	3			3	3			2		3
CO-5	2	3		2							3		2	3	

3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution

6. Course Teaching and Learning Methods

Teaching and Learning Methods	Duration in hours	Total Duration in Hours
Face to Face Lectures		20

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Demonstrations		02
1. Demonstration using Videos	02	
2. Demonstration using Physical Models / Posters	00	
3. Demonstration on a Computer	00	
Numeracy		00
1. Solving Numerical Problems	00	
Practical Work		03
1. Course Laboratory	00	
2. Computer Laboratory	00	
3. Engineering Workshop / Course/Workshop / Kitchen	03	
4. Clinical Laboratory	00	
5. Hospital	00	
6. Model Studio	00	
Others		15
1. Case Study Presentation	05	
2. Guest Lecture	01	
3. Industry / Field Visit	02	
4. Brain Storming Sessions	02	
5. Group Discussions	04	
6. Discussing Possible Innovations	01	
Term Tests, Laboratory Examination/Written Examination, Presentations		05
Total Duration in Hours		45

7. Course Assessment and Reassessment

The details of the components and subcomponents of course assessment are presented in the Program Specifications document pertaining to the UG Program. The procedure to determine the final course marks is also presented in the Programme Specifications document.

The evaluation questions are set to measure the attainment of the COs. In either component (CE or SEE) or subcomponent of CE (SC1, SC2), COs are assessed as illustrated in the following Table.

Focus of COs on each Component or Subcomponent of Evaluation			
	Component 1: CE (60% Weightage)		Component 2: SEE (40% Weightage)
Subcomponent Type ►	Terms Tests	Assignments	
CO-1	X		X
CO-2	X		X
CO-3	X		X
CO-4		X	X
CO-5		X	X
The details of number of tests and assignments to be conducted are presented in the Academic Regulations and Programme Specifications Document.			


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The Course Leader assigned to the course, shall provide the focus of COs in each component of assessment in the beginning of the semester to capture the Group Task evaluation parameters such as: field visit, presentation of business plan, case study presentation on success and failure companies. Ideating and running the business for a day inside the campus.

Course reassessment policies are presented in the Academic Regulations document.

8. Achieving COs

The following skills are directly or indirectly imparted to the students in the following teaching and learning methods:

S. No	Curriculum and Capabilities Skills	How imparted during the course
1.	Knowledge	Class room lectures
2.	Understanding	Class room lectures
3.	Critical Skills	Assignment
4.	Analytical Skills	Class room, assignment, examination
5.	Problem Solving Skills	Assignment, Field visit and presentation
6.	Practical Skills	Assignment
7.	Group Work	Case study Presentation
8.	Self-Learning	Assignment
9.	Written Communication Skills	Assignment, examination
10.	Verbal Communication Skills	Case study and group discussions
11.	Presentation Skills	Case study and group discussions
12.	Behavioral Skills	Group discussions
13.	Information Management	Assignment
14.	Personal Management	Assignment and Group Discussion
15.	Leadership Skills	Group discussions and Case study

9. Course Resources

a. Essential Reading

1. Course notes
2. Rajeev Roy, (2011), *Entrepreneurship*, Oxford University Press, 2nd Edition
3. Robert D. Hisrich, Michael P. Peters, *Entrepreneurship* (2017) Dean A. Shepherd. Tenth edition. New York, NY : McGraw-Hill Education

b. Recommended Reading

1. Poornima. M. Charantimath, *Entrepreneurship Development* (2006) Small Business Enterprises, Pearson Education

c. Magazines and Journals

1. Business World: ABP Group - Fortnightly business magazine
2. Journal of small business management, Blackwell publishing- yearly

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3. Business Strategy: PwC Strategy& Inc. - Quarterly issue

d. **Websites**

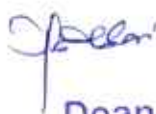
1. www.startupindia.org
2. www.allsharktankproducts.com

e. **Other Electronic Resources**

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