



# Advanced Entrepreneurship for Engineers

[7<sup>th</sup> Semester, Fourth Year]

Course Description	Credits	Status	Code
Offered by Department CDC	4-0-0, (4)	EPR	
[Pre-requisites: Entrepreneurship for Engineers-I]			

## Course Objectives

To expose student to understand the process of transforming a practice venture into areal venture development through refining the business model and defining the revenue model, business planning, funding the growth, measuring and implementing through a team.

## Course Content

### Unit-1 Refining the Business Model

Refining the Business Model, Pivoting, Refining Your Business Model, Alternate revenue model for you venture, problem interview, New Customer Segments, competitor analysis, redefine your product and prototype and relaunch your venture in social media, Target level 1 presentation.

### Unit-2 Business Planning

Introduction to B Plan, Sales strategy and forecasting, Sales Planning, Peoples Planning, Basics of Financial Planning 1 and Basics of Financial Planning 2, Target level 2 presentation.

### Unit-3 Increase Revenue and funding the growth and branding.

Action required to Increase Revenue, Primary and secondary revenue sources, Funding the Growth, Funding Landscape, Funding Plan and Building the A-Team, Branding and ,Branding strategy, Positioning statement, Channel Strategy, Target level 3 presentation.

### Unit-4 Leveraging Technologies and Measuring Your Progress

Leveraging Technologies; available Platforms, Metrics for Customer Acquisition, Customer retention metrics, Financial Metrics, Overall progress by metrics together.

### Unit-5 Legal Matters and support

Legal Matters, Compliance Requirements, IP protection, Seeking Supports, Role of Mentors and Advisors, The Board of Directors, Target level 4 presentation.

## Course Materials

### Required Text: Textbooks

1. The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture by Vijaya Kumar Ivaturi, Penguin Random House India (15 May 2017)
2. The secrete to writing a successful business plan by Hal Shelton
3. How to write a business Plan by Alex Genedinik.
4. Romancing the Balance Sheet: For Anyone Who Owns, Runs or Manages a Business by Anil Lamba

### Optional Materials: Reference Books

1. 48-Hour Start-Up: From Idea to Launch in 1 Weekend, Harper Thorsons; Latest edition (22 August 2016).
2. Wining busines plan by Garret Sutton.