

First Year 1st Semester Curriculum Structure for B.Tech. Course

Economics, Finance and Entrepreneurship Skills - Foundation (IVC 105)	
Department:	Basic Science and Humanities
Program:	B. Tech.
Course Code:	IVC 105
Title of Course:	Economics, Finance and Entrepreneurship Skills - Foundation
Year of Study:	First Year
Semester:	First
Contact Hours:	L-T-P: 1-0-0
Credits:	0
Type of course:	Industry and Value Added Courses
Total Lecture Hours:	12
Pre-requisites Courses:	None
Course Outcome (CO):	<p>CO1: Develop an entrepreneurial mindset which will be useful in all future endeavors including intrapreneurship.</p> <p>CO2: Build a strong knowledge and skills foundation for students to start, build, and grow a viable and sustainable venture.</p> <p>CO3: Acquire the knowledge in basic economics and financial skills to develop a business, marketing strategy and revenue streams.</p> <p>CO4: Learn critical skills like leadership, presentation, decision making and communication.</p>

Detailed Syllabus

- **Module 1: Self and Opportunity Discovery (3 L)**

Finding Your Flow, Effectuation Principles, Importance of Team, Identify Problems worth Solving, Case Studies, Problem Interviews, Look for Solutions, Brainstorming, Back-of-the-Envelope Calculation.

- **Module 2: Customer and Solution (2 L)**

Customers and Markets Identify Your Customer Segment and Niche, Segmentation and Targeting, Identify Your Customer Segment, Niche Marketing, Identify Jobs, Pains, and Gains and Early Adopters, Value Proposition Design

- **Module 3: Business Model and validation (4 L)**

Basics of Business Model and Lean Approach, Risks and Assumptions, Competition Analysis, Blue Ocean Strategy, Solution Demo, Solution Interviews, Problem-Solution Fit, MVP, MVP Interviews, Product-Market Fit.

- **Module 4: Economics and Finance (3 L)**

Basics of economics, micro-economics and macro-economics, Production, supply and demand (only basics), Break even analysis, Costs, Revenue, Revenue Streams, Profitability Checks, Basics of Finance, Bootstrapping, Sources and Uses of Funds, Positioning and Branding, Channels, Marketing, Sales Planning.

- o **Book list:**

1. Effectuation: Elements of Entrepreneurial Expertise (New Horizons in Entrepreneurship series) - Saras D. Sarasvathy