

SMU provides academic flexibility through the Choice Based Credit System (CBCS)/Elective System. Constituent units lay emphasis on curriculum enrichment by introducing value-added courses relevant to the program.

Following are some highlights of the curricular aspects considering SDGs

- 83% of programs have been revised in the last 5 years.
- 89% of the courses have employability/ entrepreneurship/skill components.
- 40% of courses have been newly introduced in last 5 years.
- 73% of SMU programs have CBCS/Elective System.
- Open Elective on Entrepreneurship/ Compulsory Internship /research projects for more than 90% of programmes run by the university

Open Elective on Entrepreneurship was started to motivate student to become job giver than to become job seeker in today's world.

Description:

This course acquaints would be engineers with the foundation of business enterprise and its functional execution. It focuses on different stages related to start-up process, including business model innovation, monetization, small business management as well as strategies that improve performance of new



ventures. Centred around a blend of conceptual exploration as well as hands-on-exposure, students will develop an understanding of the benefits/advantages of being independent.

Learning Objectives:

1. To explore and inculcate innovative business ideas and surrounding opportunities.
2. To turn the market opportunities into a start-up plan.
3. To demonstrate understanding and application of the tools necessary to create a sustainable venture.

Orientation Modules

Introduction to Innovation: Link between changes and opportunities for launching a start-up. Current and future trends.

Entrepreneur and the Process: Critical factors for starting a new enterprise. Opportunities for new businesses. Resource potentials. Forms of financing. Technical Ingredients for a successful business.

Opportunity: Finalizing ideas, forming teams and brainstorming session. Projected Financial Statements: Cash flow, balance sheet, profit and loss statement.



Market Analysis: Target market. Unique selling proposition. Feasibility analysis of the competitive environment. SWOT analysis. Porter's 5 forces model to identify competitive market threats.

Business Plan: Pitching for the Business Plan. Developing a business model around the core idea. Avenues to monetization depending on the characteristics of business idea.

Intellectual Property and Legal Aspects: Understanding the Intellectual property rights when operating a business. Legal and technical aspects of the business.

Evaluation Pattern *

1. 100 Marks

2. Weightage – 50 % with Internal Assessment and 50 % with External Assessment

3. External Assessment comprising of End Semester Examination

4. Allotted Credit : 2016 admitted batch – 4, 2017 and onwards admitted batch –

Reference Materials

1. Entrepreneurship, Shikha Sahai, HPH Publishing.

2. Entrepreneurship Development, Gordon and Natarajan, HPH Publishing.

3. Entrepreneurship and Small Business Management, BS Bhatia & G S Bhatia,
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