

<b>Course Name</b>	:	<b>Entrepreneurship and Leading Ventures</b>
<b>Course Code</b>	:	
<b>Credits</b>	:	<b>3</b>
<b>L T P</b>	:	<b>2-1-0</b>

**Course Objective:**

- To understand the aspects associated with launching and leading a venture and the characteristics of an effective entrepreneurs
- To examine the legal, economic, and ethical bindings of entrepreneurship
- To analyze the financial ecosystem for an entrepreneurial venture
- To envision the various stages of development of entrepreneurship

**Total No. of Lectures – 28**

<b>Unit</b>	<b>Lecture wise breakup</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Entrepreneurship</b> Concept, Process, Types of Entrepreneurship, Entrepreneurial Personality and Mindset, Startup Challenges and Opportunities, Entrepreneurial ecosystem: Building networks, feedback mechanisms. <b>Ideation:</b> Development and Identification of Opportunities; Ideation Assessment and Business Development Process	<b>(8)</b>
<b>2</b>	<b>Pitching and Marketing</b> Feasibility Analysis; Pitching: creating a pitch, pitching to investors; Term Sheets: identify the key focus areas in term sheets; Marketing: Strategy, marketing challenges for entrepreneurial ventures, Market segmentation, targeting, positioning	<b>(7)</b>
<b>3</b>	<b>Entrepreneurial Finance</b> Sources of Finance, Financial Ecosystem for Entrepreneurship, Selection of venture finance options; Policy Initiatives and focus; Role of institutions in promoting entrepreneurship: Government schemes and initiatives	<b>(7)</b>
<b>4</b>	<b>Policies and Rights for Start-ups</b> Start-up policies; Concept and Kinds of IPR; Patents, Trademarks; Copyrights; Economic Analysis of IPR; Building a Legal Foundation for organization: Forms of business organization, company registration; Concepts of Business Ethics and Ethical theories for decision making for entrepreneurs.	<b>(6)</b>

**Course Outcomes:** Students should be able to:

<b>1</b>	Describe the process of ideation in entrepreneurship and pitching the business to potential investors.
<b>2</b>	Demonstrate knowledge of various marketing strategies for entrepreneurial ventures
<b>3</b>	Analyze the various sources of raising finance for startup ventures
<b>4</b>	Evaluate the legal, ethical, and Intellectual property bindings for an entrepreneurial venture

**Text Books:**

<b>Sr. No.</b>	<b>Name of Book/ Authors/ Publisher</b>	<b>Year of Publication/ Reprint</b>
<b>1</b>	Entrepreneurship by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha, McGraw Hill	2020
<b>2</b>	Problem Hunting: The Tech Startup Textbook by Brian Long	2023

**Reference Books:**

<b>Sr. No.</b>	<b>Name of Book/ Authors/ Publisher</b>	<b>Year of Publication/ Reprint</b>
1	Vasant Desai, Entrepreneurship Development, Himalaya Publishing House	2019
2	Ries, Eric, The lean Start-up: How constant innovation creates radically successful businesses, Penguin Books Limited.	2017
3	T. H. Byers, R. C. Dorf, A. Nelson, Technology Ventures: From Idea to Enterprise, McGraw Hill	2016
4	Blank, Steve, The Startup Owner's Manual: The Step by Step Guide for Building a Great Company, K&S Ranch.	2013
5	Prasad, Rohit, Start-up sutra: what the angels won't tell you about business and life, Hachette India.	2013
6	Bob Dorf and Steve Blank, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company	2016

#### **Equivalent MOOCs courses**

<b>Sr. No</b>	<b>Course Links</b>	<b>Offered by</b>
1	Entrepreneurship, <a href="https://onlinecourses.nptel.ac.in/noc23_mg74/preview">https://onlinecourses.nptel.ac.in/noc23_mg74/preview</a>	Swayam NPTEL
2	Entrepreneurship Essentials <a href="https://onlinecourses.nptel.ac.in/noc20_ge08/preview">https://onlinecourses.nptel.ac.in/noc20_ge08/preview</a>	Swayam NPTEL

Course Name	:	<b>French Basics</b>
Course Code	:	
Credits	:	<b>3</b>
L T P	:	<b>2-1-0</b>

**Course Objective:**

**Students should be able:**

- To understand the basics of the foreign language.
- To apply the communication abilities in the foreign language.
- To analyze the knowledge to convey and understand the information.
- To evaluate the competitive edge.

**Total No. of Lectures – 28 as per LTP (2-1-0)**

Lecture wise breakup		No. of Lectures
1	<p><b><u>UNIT 1:</u></b></p> <p>Introduction to a French speaking world:</p> <p>Greeting's, Self-introduction, alphabets, numbers, age, telling time, and verbs.</p> <p>PROJECT: create a Facebook group of the class</p>	(7)
2	<p><b><u>UNIT 2:</u></b></p> <p>Discover a city:</p> <p>The places of a city, numbers (till 1000), describing one city, professions, telling one's likes and dislikes, interrogation, forming negation, regular verbs.</p> <p>PROJECT: Introduce your city</p>	(7)
3	<p><b><u>UNIT 3:</u></b></p> <p>Family</p> <p>Describing one's family, adjective possessive, prepositions and articles, irregular verbs.</p>	(7)

	PROJECT: introduce your family	
4	<p><b><u>UNIT 4:</u></b></p> <p>Participation in cultural programs:</p> <p>Deciding a plan. inviting, accepting and refusing an invitation. Future tense, pronouns, expression of quantity and expressions of verb fare.</p> <p>PROJECT: plan with your friends</p>	(7)

<b>Course Outcomes:</b>	
1	The students will be able to understand the foreign language.
2	The students will be able to express themselves in the foreign language.
3	The students will be able to make use of the language in their professional life in the globalized world

<b>Text Book:</b>		
<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	Tendances A1 By Jacky Girardet, CLE international	2016
2	Campus 1 By Jacques Pecheur, CLE international	2004

<b>Suggested Books:</b>		
<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	Saison 1	2010

**Equivalent MOOC Course****Suggested E-Material:**

<i>S.N</i>	<i>Title/Name of Authors/(Type of material)</i>	<i>Retrieval Source</i>
<i>1.</i>		

<b>Course Name</b>	:	<b>ESSENTIALS OF FINANCE</b>
<b>Course Code</b>	:	
<b>Credits</b>	:	<b>3</b>
<b>L T P</b>	:	<b>2-1-0</b>

<b>Course Objectives :</b>
<ul style="list-style-type: none"> <li>• To analyze financial concepts and tools to the financing decisions and dividend decisions faced by the firm.</li> <li>• To enable the students with the broad framework of financial decision-making in business.</li> <li>• To develop and understand the nature and purpose of financial statements in Relationship to decision making.</li> <li>• To explore fundamental concepts behind modern e-banking/mobile banking technologies.</li> </ul>

**Total No. of Lectures – 28 (as per L-T-P 2-1-0)**

<b>Lecture wise breakup</b>		<b>No. of Lectures</b>
<b>Unit 1</b>	<p><b>Introduction To Finance</b> Finance and related disciplines, General financial environment (with special focus on India), Agency Problem, Organization of Finance Function, Emerging role of Finance Manager in India. <b>Evaluating Firm's Financial Performance</b> : Understanding, Analyzing and Interpreting Financial Statements: Balance sheet, Income Statement, Cash Flow and Fund Flow Statements, Tool for Analysis-Financial Ratios: Computation of Financial Ratios</p>	<b>(7)</b>
<b>Unit 2</b>	<p>Financial Management: Concept, types of financial decisions, risk-return framework for financial decision making; role of financial manager in a firm. Time value of money. Capital Budgeting Decisions: Concept, types of investment decision, techniques of evaluating capital budgeting decisions, risk analysis in capital budgeting. Cost of Capital: concept, computations of cost of various sources of finance; weighted average cost of capital.</p>	<b>(7)</b>

<b>Unit 3</b>	Capital Structure Decisions: Concept, optimum capital structure; factors determining capital structure. Working Capital Management: Concept and types of working capital; determinants of working capital, estimation of working capital requirement, Management of cash, accounts receivables and inventories. Dividend Policy: Concept and determinants of dividend policy.	<b>(7)</b>
<b>Unit 4</b>	Commercial Banking deposits, credit offering, forms of advances and types of credit; letter of credit, deferred payments, guarantees, charging of securities; Hypothecation, pledge, mortgage, lien and set-off. Development Banking Institutions: Role of IDBI, IFCI, SIDBI, ICICI, SHCL, DFHI, NHB, SFCs, EXIM Bank, Rural Banking. Role of technology in banking (virtual banking, e-banking, e- wallets and electronic clearing services).Scams, frauds, global financial crisis and their effect.	<b>(7)</b>

**Course Outcomes:**

At the end of the course students would be able to:

<b>1</b>	Describe the effects of decision making of finance manager on shareholders wealth maximization.
<b>2</b>	Interpret and illustrate the investment, financing and dividend policy decision making in an organization.
<b>3</b>	Examine the working capital needs and financing of the firm and apply methods to measure the operating efficiency of business.
<b>4</b>	Develop comprehensive knowledge on the theoretical and practical aspects of banking which will shape them as successful future bankers

<b>Tutorial-wise Breakup</b>		<b>No. of tutorials</b>
1	The Biggest Deal In Shark Tanks History : Case Study	1
2	An Investment Analysis : Case Study	1
3	Adani Fpo Crash : Case Study	1
4	Evaluation - I	2
5	NYKAA IPO – 2021 : Case Study	2
6	FANCY WEAR PVT LTD. : Case Study	2

7	ABG SHIPYARD SCAM – GROUP DISCUSSION	1
8	Practice of Numerical Questions	2
9	Evaluation - II	2

<b>Text Book: (atleast 1)</b>		
<b>Sr. No.</b>	<b>Name of Book/ Authors/ Publisher</b>	<b>Year of Publication/ Reprint</b>
1	Glenn Hubbard and Anthony Patrick O'Brien, Money, Banking, and the Financial System: Pearson.	2 <sup>ND</sup> Edition March 2019
<b>Reference Books: (atleast 3)</b>		

<b>Sr. No.</b>	<b>Name of Book/ Authors/ Publisher</b>	<b>Year of Publication/ Reprint</b>
1	I M Pandey, Financial Management: Pearson, New Delhi.	12 <sup>th</sup> Edition,2021
2	Bhole, L M &Mahakud, J, Financial Institutions and Markets: Structure Growth and Innovations: New Delhi, Tata McGraw Hill.	6 <sup>th</sup> Edition, June 2017
3	Horngren, Sundem and Elliott, Introduction to Financial Accounting: Pearson.	11 <sup>th</sup> Edition, 2017
4	F Mishkin and S Eakins, Financial markets and Institutions: Pearson.	10 <sup>th</sup> Edition, 2023
5	Glenn Hubbard and Anthony Patrick O'Brien, Money, Banking, and the Financial System: Pearson.	4 <sup>th</sup> Edition,2022

<b>Course Name</b>	:	<b>From Idea to a Startup</b>
<b>Course Code</b>	:	
<b>Credits</b>	:	<b>4</b>
<b>L T P</b>	:	<b>2-2-0</b>

<b>Course Objective:</b>
<ul style="list-style-type: none"> <li>To understand the skills and concepts of entrepreneurship</li> <li>To examine how to transform an idea into a product or service that creates value for others.</li> <li>To analyze the various modalities of finance and legal frameworks an entrepreneurial proposition</li> <li>To envision the stages of entrepreneurial development and its ethical boundaries</li> </ul>

**Total No. of Lectures – 28**

<b>Lecture wise breakup</b>		<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Startup</b> Startup: Concept, Meaning and Definition; Entrepreneurs; Entrepreneurial Personality and Skill; Startup Challenges and Opportunities, Entrepreneurial Process, Entrepreneurial Ecosystem	<b>(7)</b>
<b>2</b>	<b>Idea Validation</b> Ideation, Idea Identification and Assessment <b>Business Planning and Models</b> Introduction to Business Planning - build an effective Business Plan, Business Model: Fundamentals of Business Models and their application for an enterprise	<b>(7)</b>
<b>3</b>	<b>Entrepreneurial Finance and Intellectual Property Rights</b> Funding-Types of funding, Funding sources, Starting up Financial Issues: Feasibility Analysis, Policy Initiatives and focus; role of institutions in promoting entrepreneurship; Concept and Kinds of IPR; Patents, Trademarks; Copyrights.	<b>(8)</b>
<b>4</b>	<b>Legal and Ethical Building</b> Building a Legal Foundation for organization: Forms of business organization, company registration; Concepts of Business Ethics and Ethical theories for decision making for entrepreneurs	<b>(6)</b>

<b>Course Outcomes:</b> Students should be able to:	
<b>1</b>	Describe the entrepreneurial ecosystem for creating value
<b>2</b>	Demonstrate the knowledge of business planning for entrepreneurs
<b>3</b>	Analyze the ethical and legal frameworks for entrepreneurs
<b>4</b>	Evaluate the various sources of raising finance related to the various stages of entrepreneurship development

<b>Text Books:</b>		
<b>Sr. No.</b>	<b>Name of Book/ Authors/ Publisher</b>	<b>Year of Publication/ Reprint</b>
<b>1</b>	Entrepreneurship by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha, McGraw Hill	2020
<b>2</b>	Problem Hunting: The Tech Startup Textbook by Brian Long	2023
<b>Reference Books:</b>		
<b>Sr. No.</b>	<b>Name of Book/ Authors/ Publisher</b>	<b>Year of Publication/ Reprint</b>
<b>1</b>	Vasant Desai, Entrepreneurship Development, Himalaya Publishing House	2019
<b>2</b>	Ries, Eric, The lean Start-up: How constant innovation creates radically successful businesses, Penguin Books Limited.	2017
<b>3</b>	T. H. Byers, R. C. Dorf, A. Nelson, Technology Ventures: From Idea to Enterprise, McGraw Hill	2016

4	Blank, Steve, The Startup Owner's Manual: The Step by Step Guide for Building a Great Company, K&S Ranch.	2013
5	Prasad, Rohit, Start-up sutra: what the angels won't tell you about business and life, Hachette India.	2013
6	Bob Dorf and Steve Blank, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company	2016

**Equivalent MOOCs courses**

Sr. No	Course Links	Offered by
1	Entrepreneurship, <a href="https://onlinecourses.nptel.ac.in/noc23_mg74/preview">https://onlinecourses.nptel.ac.in/noc23_mg74/preview</a>	Swayam NPTEL
2	Entrepreneurship Essentials <a href="https://onlinecourses.nptel.ac.in/noc20_ge08/preview">https://onlinecourses.nptel.ac.in/noc20_ge08/preview</a>	Swayam NPTEL

<b>Course Name</b>	:	<b>Economics for Engineers</b>
<b>Course Code</b>	:	
<b>Credits</b>	:	<b>3</b>
<b>L T P</b>	:	<b>2-1-0</b>

**Course Objective:**

- To understand various concepts of micro and macro-economics.
- To apply the economic aspects related to a consumer, firm, industry and market, for initiating and accelerating the growth of an economy.
- To analyze how society manages its scarce resources to achieve maximum satisfaction.
- To evaluate the learners' role in nation-building and sensitivity to the economic issues that the nation is facing today.

**Total No. of Lectures – 28 as per LTP (2-1-0)**

<b>Lecture wise breakup</b>		<b>No. of Lectures</b>
<b>1</b>	<p><b>Introduction to Economics</b></p> <p>Economics: Scope and Type; Central Problems of an Economy: What, How and For Whom to Produce; Concept of Opportunity Cost; Elements of Economics: Economic Concepts-Wealth, Welfare and Scarcity, Economic Activities- Consumption, Production, Exchange, Distribution and Public Finance, Economic Policies-Monetary and Fiscal.</p>	<b>(4)</b>
<b>2</b>	<p><b>Demand Analysis and Consumer Behaviour</b></p> <p>Demand Analysis; Types of Demand; Determinants of Demand; Change in Demand: Movement and Shift of Demand; Law of Demand, Elasticity of Demand: Price Elasticity, Income Elasticity and Cross Elasticity; Application of Elasticity of Demand in Present Scenario.</p> <p>Utility Analysis; Initial, Marginal and Total Utility; Consumption Decision: Budget Constraint; Changes in Consumption Pattern; Laws of Consumption: Concept and Applicability of Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility.</p>	<b>(7)</b>
<b>3</b>	<p><b>Supply Analysis and Producer Behaviour</b></p> <p>Supply: Importance and Role; Market Supply; Determinants of Supply; Change in Supply: Movement and Shift of Supply, Price Elasticity of Supply.</p> <p>Production Function: Concept; Types of Production Function: Short Run &amp; Long Run; Law of Variable Proportion and Law of Returns to Scale.</p>	<b>(7)</b>

	Cost: Types of Cost: Fixed, Variable, Marginal, Explicit, Implicit and Accounting Cost; Revenue: Meaning and Concept; Types of Revenue: Total, Average and Marginal Revenue.	
4	<b>Market Structure</b> Perfect Competition, Monopoly, Oligopoly and Monopolistic Competition; Comparison Between Different Forms of Market Structure with Real Life Examples; Government Policies towards Different Forms; Nature and Relevance of different Markets in Present Scenario.	(3)
5	<b>Basic Macro Economics Concepts</b> Interest Rates Determination; Sources of Interest Rate Differentials; Unemployment and Full Employment; Profit Concept; Functions of Profit. National Income: Meaning and Concept; GDP, GNP, NNP; Measurement of National Income: Income, Expenditure and Value-Added Methods; Inflation: Meaning and Concept; Types of Inflation; Measures to Control Inflation; Role of Inflation in Economic Development.	(7)

**Course Outcomes:**

At the end of the course students would be able to:

1-	Extend engineering knowledge to maximize profit, satisfaction, and welfare.
2	Analyse micro and macro-economic forces that affect the economy.
3	Examine the concepts of economics and learn how to use the principles of economics in engineering discipline.
4	Evaluate the implications of monetary and fiscal policies in Indian Economy.

**Text Book:**

<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	Engineering Economy/Leland T. Blank & Anthony J. Tarquin/ McGrawHill, 7th Edition	2022
2	Modern Economics/H.L Ahuja/Sultan Chand	2021

<b>Suggested Books:</b>		
<b>S.No.</b>	<b>Name of Book/ Authors/ Publisher</b>	<b>Year of Publication/ Reprint</b>
1	Principles of Micro Economics/ Stiglitz J.E. and Walsh C.E/ W.W. Norton & Company.	2016
2	Principles of Macro Economics/ Stiglitz J.E. and Walsh C.E/ W.W. Norton & Company.	2016
3	Principles of Economics/ Mankiw N.G/ Cengage Learning	2020
4	Principles of Economics/ Marshall A./ Macmillan.	2013
5	Economy and Finance/ K.D Gaur/Pearson	2018

#### **Equivalent MOOC Course**

<b>Suggested E-Material:</b>		
<b>S.No</b>	<b>Title/Name of Authors/(Type of material)</b>	<b>Retrieval Source</b>
1	“Managerial Economics”, Mishra Trupti. (video)	<a href="http://www.nptel.ac.in/courses/110101005/">www.nptel.ac.in/courses/110101005/</a>
2	“Macro Economics”, Sinha Surajit. (video)	<a href="http://www.nptel.ac.in/courses/109104073/">www.nptel.ac.in/courses/109104073/</a>