



**ST. VINCENT PALLOTTI COLLEGE OF ENGINEERING & TECHNOLOGY, NAGPUR**

(An autonomous institution affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

**B.VOC. Scheme of Examination & Syllabus 2024-25**

**SOFTWARE DEVELOPMENT**

**FIFTH SEMESTER**

Course Code	Course Name	Th	Tu	Pr	Credits	Evaluation		
						CA	ESE	Total
BV501T	Entrepreneurship Skills-I	3	-	-	3	30	70	100

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> <li>To empower an entrepreneurial mindset and business skills to enhance job prospects and develop entrepreneurship skills.</li> <li>To introduce the necessary skills to develop ventures beyond the idea/prototype stage.</li> </ol>	<ol style="list-style-type: none"> <li>Develop an entrepreneurial mindset by applying the five effectuation principles –Bird in hand Affordable Loss, Lemonade, Patchwork Quilt or Crazy Quilt, and Pilot-in-the-Plane.</li> <li>Create your own business model using the Lean Canvas template</li> </ol>

**Unit I : Self Discovery:** [10 hrs.]

Self Discovery: Find your flow (passion), Principles of Effectuation, Selecting Venture Team, Opportunity Discovery: Identifying problem worth solving.

**Unit II : Design Thinking** [10 hrs.]

Design Thinking, Look for Solutions. Customer & Solution: Customers & Markets, Value Proposition Canvas, Basics of Business Model and Lean Approach, Craft your Business Model.

**Unit III : Case Study 1** [8 hrs.]

Verloop Case Study: Genesis of the idea, problem statement, market selection, Market segments, strategy implemented.

Desi Hangover Case Study : Genesis of the idea, problem statement, market selection, market opportunists , Market segment, demand validation.

**Unit IV : Case Study 2** [8 hrs.]

Honey Twigs Case Study: Genesis of the idea, problem statement, market selection, market opportunists, categorize the problem, demand validation.

Inzipira Case Study : Genesis of the idea, problem statement, market selection, product features comparison like Product Benefits - UVP, Price, Branding, Market Review, key competitive advantages, 2\*2 matrix on Create, Enhance, Reduce, Eliminate

NUOS Home Automation Case Study: Problem Identification, identify the type of Business Model, estimating the market size, Create the Lean Canvas

**Text Books**

S.N	Title	Authors	Edition	Publisher
1	Entrepreneurial Development	S.S.Khanka	2011	S. Chand
2	Entrepreneurial Development	E. Gordon, K. Natrajan	6 <sup>th</sup> revised	Himalaya Publishing House

		Oct-2022	1	Applicable for 2024-25
Chairman - BoS	Dean – Academics	Date of Release	Version	