



# AMITY UNIVERSITY

UTTAR PRADESH

**Course Title: Introduction to Entrepreneurship**

**Course Code: ENTR 201**

**Credit Units: 3**

**Course Level: UG**

Practical \*SW – Self work

(\*L- Lecture \*T –

L	T	P/ S	SW	No. of PS DA	TOTAL CREDIT UNITS
-	1	-	2	2	2

Tutorial \*P –

\*FW – Field work \*PSDA - Professional Skill Development Activities)

## Course Objectives:

The objective of this course is to inspire young minds / students to help them imbibe an Entrepreneurial Skillsets. They also understand Entrepreneurship and its impact to the Society and Nation Development. The course will be introduced to key traits and the DNA of an Entrepreneur. This course focuses on a specific Entrepreneurial Knowledge or Skill Requirement such as Creative Thinking, Communication, Risk Taking, and Resilience and helping them become eager towards Entrepreneurship.

- To Inspire and build confidence in students to start up and progress on the path of Entrepreneurship.
- To equip students with the skills required to start and run a Venture.
- Support students who have ideas with guidance, networks, and platforms.

## Pre-requisites:

The student opting for this course should have interest in the Business and Entrepreneurship.

## Course Contents/Syllabus:

	Weightage (%)
<b>Module I - Introduction to Entrepreneurship</b>	

<p>Meaning of Entrepreneurship, Role of Entrepreneurship in Society &amp; Nation Development, Entrepreneurship as Catalyst of Changing the World, Entrepreneurial Styles</p> <p>Activity: Identify your dominant Entrepreneurial Style</p>	<b>20%</b>
<b>Module II - Entrepreneurship Orientation</b>	
<p>Understanding the entrepreneurial perspective in individuals, intrapreneurial intensity, theoretical perspective of entrepreneurship, entrepreneurial intention, entrepreneurial orientation, type of entrepreneurship, Importance of entrepreneurship.</p> <p>Activity in the campus:</p> <ul style="list-style-type: none"> <li>• Dreams activity</li> <li>• Idea Planes Activity</li> </ul>	20%
<b>Module III – Opportunity Recognition and Evaluation</b>	
<p>Understanding the idea and an opportunity. The opportunity creating, shaping, recognizing, and seizing. Screening venture opportunities, gathering information and analyzing. Evaluating venture opportunities and develop startup strategy.</p> <p>Activity: Shoe Tower Close to Heart</p>	<b>20%</b>
<b>Module IV - Entrepreneurial Skills -I</b>	
<p>Communication Skills, Importance of Communication to an Entrepreneur, Communication Style, Effective Communication for Business Development, Leadership &amp; Motivational Skills.</p> <p>Activity : Quiz, Role play</p>	<b>20%</b>
<b>Module V - Entrepreneurial Skills -II</b>	
<p>Creativity and Innovation, Role of Creativity &amp; Innovation in Entrepreneurship, Design Thinking, Risk &amp; Resilience, Decision Making, Planning and Organizing.</p> <p>Activity : Design Thinking, Risk &amp; Resilience</p>	<b>20%</b>

### Course Learning Outcomes:

By the end of this course the student will be able:

CLO1 To describe and explain the importance of Entrepreneurship.

CLO2 To demonstrate entrepreneurial abilities and leadership qualities to run a new venture.

CLO3 To identify business opportunities and develop startup strategy

CLO4 To analyse effectiveness of entrepreneurial skills for business development.

CLO5 To evaluate venture opportunities.

CLO6 To apply and adapt design thinking process to solve business problems.

**Mapping of Graduate Attributes with Course Learning Outcomes (CLOs):**

Bloom's Level >	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
Course Learning Outcomes Graduate Attributes	CLO : 1  To describe and explain the importance of Entrepreneurship.	CLO:2  To demonstrate entrepreneurial abilities and leadership qualities to run a new venture.	CLO: 3  To identify business opportunities and develop startup strategy	CLO: 4  To analyse effectiveness of entrepreneurial skills for business development.	CLO: 5  To evaluate venture opportunities.	CLO: 6  To apply and adapt design thinking process to solve business problems.
GA 1: Knowledge and Expertise of Business Environment and Management	√	√	√	√	√	√
GA 2: Self-Directed and Active Learning	√	√	√	√	√	√
GA 3: Research and Enquiry	√	√	√	√	√	√
GA 4: Information & Communication Technology Skills						
GA 5: Critical Thinking &		√	√	√	√	√

Problem-Solving Abilities						
GA 6: Communication Skills		√		√	√	√
GA 7: Creativity, Innovation & Reflective Thinking		√	√	√	√	√
GA 8: Analytical & Decision-Making Ability		√	√	√	√	√
GA 9: Leadership & Teamwork			√	√	√	√
GA 10: Multicultural Understanding & Global Outlook			√	√		
GA 11: Integrity and Ethics						
GA 12: Social & Emotional Skills			√	√	√	√
GA 13: Employability, Enterprise & Entrepreneurship	√		√	√		
GA 14: Lifelong Learning	√		√	√	√	√
GA 15: Environment & Sustainability			√	√	√	√

### **Pedagogy for Course Delivery:**

The course will be delivered through Learn wise Platform. Course instructor will assign activities and quiz be assigned after completing lesson. Industrial visit will be organized to NSIC, Okhla, New Delhi, if the student have similar requirement.

### **List of Professional Skill Development Activities (PSDA):**

- i. Identify your dominant Entrepreneurial Style

ii. Design Thinking

**Theory Assessment (L&T):**

<b>Continuous Assessment (100 %)</b>				
<b>Components (Drop down)</b>	<b>Quiz</b>	<b>Project</b>	<b>Viva Voce</b>	<b>Attendance</b>
<b>Linkage of PSDA with Internal Assessment Component, if any*</b>	<b>PSDA 1</b>	<b>PSDA 2</b>		
<b>Weightage (%)</b>	50%	20%	25%	5%

**Mapping Continuous Evaluation components/PSDA with CLOs**

Bloom's Level	Remembering	Understanding	Applying	Analysing	Evaluating	Creating
Course Learning Outcomes	CLO1:	CLO2:	CLO3:	CLO4:	CLO5:	CLO6:
Assessment type/PSDA						
Class Quiz	✓	✓	✓	✓	✓	✓
Project			✓		✓	✓
Viva Voice	✓	✓	✓	✓	✓	✓

**\*Please note that Linkage of PSDA with Internal assessment is reflected in Quiz after each lesson and Milestone is formed by doing activity. As the course has continuous assessment every Quiz and Milestones are linked.**

**Text Reading:**

- Innovation and Entrepreneurship by Peter Drucker.
- Entrepreneurial Management by Robert J. Calvin.
- Effective Entrepreneurial Management: Strategy, Planning, Risk by Robert D. Hisrich and Veland Ramadani.
- Entrepreneurship & Small Business Management by Caroline Glackin and Steve Mariotti.

**References:**

- Disrupted by Dan Lyons.

- Idea to Execution by Ari Meisel and Nick Sonnenberg.
- Unshakeable by Tony Robbins.
- The Third Wave by Steve Case.
- Pivot by Jenny Blake.
- Be Obsessed Or Be Average by Grant Cardone.
- Big Magic by Elizabeth Gilbert.