# INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)
Dundigal - 500 043, Hyderabad, Telangana

## COURSE CONTENT

| ENTREPRENEURSHIP AND DESIGN THINKING | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **II Semester: MBA** | | | | | | | | |
| **Course Code** | **Category** | **Hours / Week** | | | **Credits** | **Maximum Marks** | | |
| **CMBE17** | **Core** | **L** | **T** | **P** | **C** | **CIA** | **SEE** | **Total** |
| | | **4** | **-** | **-** | **4** | 40 | 60 | 100 |
| **Contact Classes: 45** | **Tutorial Classes: Nil** | **Practical Classes: Nil** | | | | **Total Classes: 45** | | |
| **Prerequisite: Business Law and Environment** | | | | | | | | |
| **SDGs Mapped: SDG 8 (Decent Work & Economic Growth), SDG 9 (Industry, Innovation and Infrastructure)** | | | | | | | | |

### I. COURSE OVERVIEW:

The purpose of the course is to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, for analysing and understanding business situations in entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities. The objective of the course is, further on, to develop the ability of analysing various aspects of entrepreneurship– especially of taking over the risk, and the specificities as well as the pattern of entrepreneurship development and, finally, to contribute to their entrepreneurial and managerial potentials.

### II. COURSES OBJECTIVES:

**The students will try to learn:**

I. The key factors and be able to apply the key entrepreneurial process – command and control, calculated risk-taking and opportunity recognition to business development
II. The function of the entrepreneur in the successful, commercial application of innovations in business landscape.
III. The key resources required to develop an existing business such as ideas and finance, launch a new venture, or initiate a business enterprise.
IV. The ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

### III. COURSE OUTCOMES:

**At the end of the course students should be able to:**

CO1 Explore new vistas of entrepreneurship in the twenty-first century environment to establish new business opportunities.
CO2 Evaluate entrepreneurial mindset and personality of each individual helping to detect difficulties and propose a timely solution.
CO3 Recognize the entrepreneurial mindset for giving value to the company.
CO4 Develop entrepreneurial imagination and creativity to develop the value of the company.
CO5 Identify and establish new venture prospects based on new technology to evaluate the feasibility of a new business concept.
CO6 Investigate strategic entrepreneurial perspectives that aid in the development of a competitive mindset.

## IV. COURSE CONTENT:

**MODULE - I: UNDERSTANDING ENTREPRENEURIAL MIND-SET (08)**
The Evolution of Entrepreneurship, Qualities, Skills, Functions of Entrepreneurs, Types of Entrepreneurs, Approaches to Entrepreneurship, Process Approach, Role of Entrepreneurship in Economic Development.
**The individual Entrepreneurial Mindset and Personality:** The Entrepreneurial Journey, Stress and the Entrepreneur, The Entrepreneurial Ego, Entrepreneurial Motivations, Motivational Cycle, Entrepreneurial Motivational Behavior, Entrepreneurial Competencies, Entrepreneurial Stress.

**MODULE - II: STRATEGIC PERSPECTIVES IN ENTREPRENEURSHIP (10)**
Strategic Planning, Strategic Actions, Strategic Positioning, Business Stabilization, Building the Adaptive Firms, Understanding the Growth Stage, Internal Growth Strategies and External Growth Strategies, Unique Managerial Concern of Growing Ventures.

**MODULE - III: OPPORTUNITIES AND CHALLENGES OF ENTREPRENEURSHIP (09)**
Initiatives by the Government of India to Promote Entrepreneurship, Social and Women Entrepreneurship. Feasibility Analysis, Industry and Competitor Analysis, Formulation of the Entrepreneurial Plan, The Challenges of New Venture Start-ups.

Developing an Effective Business Model, Blue and Red Ocean Strategies, Sources of Finance, Critical Factors for New venture Development, Evaluation Process. Intellectual Property Protection: Patents, Copyrights, Trademarks and Trade Secrets, Avoiding Trademark Pitfalls.

**MODULE - IV: DESIGN THINKING – AN INTRODUCTION (10)**
Principles of Design Thinking, Process of Design Thinking, Planning a Design Thinking Project, Understanding of the Problem, Problem Analysis, Reformation of the Problem, Empathetic Design Methods.

**MODULE - V: PROTOTYPE, TESTING IDEAS, IMPLEMENTING DESIGN THINKING (08)**
Creativity, Creativity Process, Creativity Techniques, Business Idea, Evaluation of Ideas, Kano Method, Finding Gaps in the Market Place, Prototype, Lean Startup Method, Visualization, Presentation Techniques, Desirability Testing, Methods to Initiate Ventures, Creating New Ventures, Acquiring an Established Venture, Franchising, Advantages and Disadvantages, Implementing Design Thinking, Agility for Design Thinking.

## V. TEXTBOOKS:


1. Chandramouli Subramanian, Thyagarajan Paramsivan & Sankaran Venkataramani, Design Thinking –A hands on Approach,1e, Universities Press, 2025.
2. Ali J Ahmed, Punita Bhatt, Lain Acton, Entrepreneurship in Developing and Emerging Economies, Sage Publications, 1e, 2019.
3. Sharma, Sangeeta. "Entrepreneurship development", PHI Learning Pvt. Ltd., 7$^{th}$edition, 2021.
4. Akino, Susan. "SMEs and Entrepreneurship Development Determinants in Practice: Case of Uganda." Handbook of Research on Sustaining SMEs and Entrepreneurial Innovation in the Post-COVID-19 Era", IGI Global, 5$^{th}$edition, 2021.


## VI. REFERENCE BOOKS:


1. Christian Mueller - Roterberg, Handbook of Design Thinking –Tips and Tools for how to design Thinking, Independently Published, US, 2018.
2. D F Kuratko and T V Rao, Entrepreneurship-A South-Asian Perspective, Cengage Learning, 1e, 2012.
3. Poornima M Charantimath, "Entrepreneurship Development and Small Business Enterprises ", Pearson Publications, 2$^{nd}$ edition, 2012.


## VII. WEB REFERENCES:

1. https://play.google.com/books/reader?id=uUdLAgAAQBAJ&hl=en&pg=GBS.PR6
2. https://play.google.com/store/books/details?id=-RE8BAAAQBAJ
3. https://play.google.com/books/reader?id=HhI8BAAAQBAJ&hl=en&pg=GBS.PP1
4. https://play.google.com/books/reader?id=saRDDAAAQBAJ&hl=en&pg=GBS.PP1
5. https://play.google.com/books/reader?id=5PXgDAAAQBAJ&hl=en&pg=GBS.PP1

## VIII. E-TEXT BOOKS:

1. https://www.pdfdrive.com/entrepreneurship-development-directorate-of-distance-education-e7748053.html