



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

ENTREPRENEURSHIP AND DESIGN THINKING								
II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
22MBA0013	CORE	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic business and problem-solving knowledge.								

COURSE OVERVIEW:

The course aims to develop the knowledge and skills required to organize and undertake entrepreneurial activities, analyze business situations, and effectively plan ventures. It also focuses on enhancing the ability to evaluate risk, understand the characteristics and patterns of entrepreneurship development, and strengthen entrepreneurial and managerial potential.

COURSE OBJECTIVES:

- To explain the qualities, skills, competencies of entrepreneurs and their role in economic development.
- To outline various strategic perspectives and their applicability for different types of ventures.
- To elucidate on the opportunities and challenges of entrepreneurship.
- To orient the students on the significance of principles and process of Design Thinking.
- To educate on the development of Prototypes, testing ideas and implementing Design Thinking.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Explain the entrepreneurial mindset, traits and competencies that drive entrepreneurship's role in economic development.
2. Describe the structure, assumptions, applications of Linear Programming and Transportation Problems.
3. Use the Hungarian Method and other techniques for settling assignment problems..
4. Evaluate decisions under uncertainty, risk and certainty using decision trees for planning projects efficiently with PERT-CPM methods.
5. Analyze various queuing models and game theory concepts, service structures, queue disciplines for optimizing resource allocation through strategic decision-making.

Unit – I: Understanding Entrepreneurial Mindset: 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.

Unit – II: Strategic Perspectives in Entrepreneurship: 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.

Unit – III: Opportunities and Challenges of Entrepreneurship: 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.

Unit – IV: Design Thinking – An Introduction: 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.

Unit–V: Prototype, Testing Ideas, Implementing Design Thinking: 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.

TEXT BOOKS:

1. Ali J Ahmed, Punita Bhatt, Lain Acton, Entrepreneurship in Developing and Emerging Economies, Sage Publications, 1e, 2019.
2. D F Kuratko and T V Rao, Entrepreneurship-A South-Asian Perspective, Cengage Learning, 1e, 2012.
3. Christian Mueller - Roterberg, Handbook of Design Thinking –Tips and Tools for how to design Thinking, Independently Published, US, 2018.
4. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Entrepreneurship, Mc Graw Hill, 10e,2018.
5. Bruce R. Barringer/ R. Duane Ireland, Entrepreneurship Successfully launching new ventures, 4e, Pearson, 2015.

REFERENCE BOOKS:

- Chandramouli Subramanian, Thyagarajan Paramsivan & Sankaran Venkataramani, Design Thinking –A hands on Approach, 1e, Universities Press, 2025.
- 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, 2nd edition, 2012.

ELECTRONIC RESOURCES:

1. <https://www.youtube.com/watch?v=J-yI6lX2TrQ&list=PLVnh5qI6g-irtcuKsWUvf3g7sTxTfZo9w>
2. <https://play.google.com/books/reader?id=uUdLAgAAQBAJ&hl=en&pg=GBS.PR6>
3. <https://play.google.com/store/books/details?id=-RE8BAAAQBAJ>
4. <https://play.google.com/books/reader?id=HhI8BAAAQBAJ&hl=en&pg=GBS.PP1>
5. <https://play.google.com/books/reader?id=saRDDAAAQBAJ&hl=en&pg=GBS.PP1>
6. <https://play.google.com/books/reader?id=5PXgDAAAQBAJ&hl=en&pg=GBS.PP1>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drshya Siksha Sangrah (DSS) Videos

