R23

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<tr><td colspan="2">SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY: PUTTUR
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Subject with Code: Entrepreneurship and New Venture Creation (23HS0822)   **Regulation:** R23

Year & Sem: III-B.Tech & I-Sem

Course & Branch: B.Tech – **COMMON TO ALL**

UNIT –I

Entrepreneurship Fundamentals and context

1	**a**) Define entrepreneurship. **b**) List two attributes of an entrepreneurial leader. **c**) What is the difference between an entrepreneur and an intrapreneur? **d**) Name tow role models in entrepreneurship. **e**) What is meant by "entrepreneurial mindset"?	**[L1][CO1]** **[L4][CO1]** **[L1][CO1]** **[L2][CO1]** **[L5][CO1]**	**[2M]** **[2M]** **[2M]** **[2M]** **[2M]**
2	Define entrepreneurship and explain its significance in economic development.	**[L1][CO1]**	**[10M]**
3	Differentiate between entrepreneurial and intrapreneurial leadership with examples.	**[L3][CO1]**	**[10M]**
4	List five key attributes of an entrepreneurial mindset and justify their importance.	**[L2][CO1]**	**[10M]**
5	How can students build entrepreneurial skill sets while on campus? Provide practical examples.	**[L4][CO1]**	**[10M]**
6	Analyze the role of entrepreneurial role models in inspiring new ventures.	**[L4][CO1]**	**[10M]**
7	Explain how socioeconomic trends create opportunities for entrepreneurs.	**[L2][CO1]**	**[10M]**
8	What is design thinking? Describe its stages in problem identification.	**[L1][CO1]**	**[10M]**
9	How would you validate a problem statement with potential customers? Outline steps.	**[L2][CO1]**	**[10M]**
10	**a)** Define customer segmentation and its relevance in the context of entrepreneurship. **b)** As a student, design a small venture activity that could be started on your campus.	**[L1][CO1]** **[L2][CO1]**	**[5M]** **[5M]**
11	Create a hypothetical customer persona for a tech startup and justify its components.	**[L6][CO1]**	**[10M]**

UNIT –II

Problem& Customer Identification

1	a)	What is a macro-problem in entrepreneurship?	[L1] [CO2]	**[2M]**
	b)	How do technological trends create new opportunities?	[L1] [CO2]	**[2M]**
	c)	Explain the role of design thinking in problem identification.	[L2] [CO2]	**[2M]**
	d)	What is customer segmentation	[L1] [CO2]	**[2M]**
	e)	Define a customer persona.	[L1] [CO2]	**[2M]**
2		How do technological trends influence entrepreneurial opportunities? Give examples.	[L1][CO2]	**[10M]**
3		Explain the macro-problem analysis framework for startups.	[L2] [CO2]	**[10M]**
4		Describe how urbanization trends can lead to new business ideas.	[L2] [CO2]	**[10M]**
5		Outline the steps to identify a problem using design thinking principles.	[L3] [CO2]	**[10M]**
6		Why is customer validation critical in the early stages of a venture?	[L2] [CO2]	**[10M]**
7		Compare and contrast primary and secondary methods for customer research.	[L3] [CO2]	**[10M]**
8		What are customer personas? How do they aid in product development?	[L1] [CO2]	**[10M]**
9	a)	Illustrate how passion and problem identification intersect in entrepreneurship.	[L4] [CO2]	**[5M]**
	b)	Imagine you are launching a fintech startup. How would you segment your customer base?	[L4] [CO2]	**[5M]**
10		Critically assess a failed startup's problem identification approach.	[L5] [CO2]	**[10M]**
11		Develop a survey questionnaire to validate a problem for an ed-tech venture.	[L3] [CO2]	**[10M]**

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UNIT –III

Solution design, Prototyping & Opportunity Assessment and Sizing

1	a) What is a "Job-to-be-Done" (JTBD) in entrepreneurship. b) Define Minimum Viable Product (MVP). c) How does prototyping help in solution design? d) What is value proposition? e) Why is competition analysis necessary?	[L1][CO3] [L1][CO3] [L1][CO3] [L1][CO3] [L2][CO3]	[2M] [2M] [2M] [2M] [2M]
2	Define "Jobs-to-be-done" (JTBD) and explain its role in solution design.	[L1][CO3]	10M
3	a) How does a strong value proposition differentiate a startup from competitors?	[L1][CO3]	[5M]
	b) "Understanding customer needs is the foundation of solution design." Discss with	[L4][CO3]	[5M]
4	Describe the process of prototyping and its importance in lean startups.	[L2][CO3]	[10M]
5	What is MVP? Provide an example and justify its features.	[L1][CO3]	[10M]
6	Outline the steps to conduct a competition analysis for a new product.	[L3][CO3]	[10M]
7	How would you assess the feasibility of a prototype? Mention key metrics.	[L1][CO3]	[10M]
8	Explain market sizing techniques (TAM, SAM, SOM) with a hypothetical example.	[L2][CO3]	[10M]
9	Critically evaluate the market position of a startup using Porter's Five Forces.	[L5][CO3]	[10M]
10	How do you align customer needs with solution features? Use a case study.	[L1][CO3]	[10M]
11	Design a lean canvas for a food-delivery startup and highlight the riskiest assumptions	[L2][CO3]	[10M]

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UNIT-IV

Business &Financial Model, Go –to-Market Plan

1	**a)** What is lean canvas model?	[L1][CO4]	**[2M]**
	b) List two types of business models.	[L2][CO4]	**[2M]**
	c) Define "Build-Measure-Learn" in lean startup methodology.	[L1][CO4]	**[2M]**
	d) What are the key components of a business plan?	[L1][CO4]	**[2M]**
	e) Differentiate between fixed and variable costs.	[L3][CO4]	**[2M]**
2	Compare traditional business models with lean startup methodologies.	[L3][CO4]	**[10M]**
3	Why is "Build-Measure-Learn" iterative for startups? Provide a case example.	[L2][CO4]	**[10M]**
4	List key components of a business plan and elaborate on the sales plan.	[L2][CO4]	**[10M]**
5	**a)** Differentiate between fixed and variable costs with examples from startups.	[L3][CO4]	**[5M]**
	b) Explain the role of marketing and sales in creating a go-to-market strategy.	[L5][CO4]	**[5M]**
6	Prepare a simplified financial plan for a service-based startup (hypothetical data).	[L3][CO4]	**[10M]**
7	Define unit economics and analyze its impact on scalability.	[L1][CO4]	**[10M]**
9	Discuss the importance of digital presence for early-stage ventures.	[L4][CO4]	**[10M]**
10	Identify three riskiest assumptions in a subscription-box business model.	[L3][CO4]	**[10M]**
11	Explain the 9-block lean canvas model with an example.	[L2][CO4]	**[10M]**

<u>**UNIT –V**</u>
Scale Outlook and Venture Pitch Readiness

1	a) What factors determine a venture's scalability?	[L1][CO5]	**[2M]**
	b) Define "Persuasive storytelling" in pitching.	[L1][CO5]	**[2M]**
	c) List two key components of a business plan?	[L2][CO5]	**[2M]**
	d) Differentiate between debt and equity funding.	[L3][CO5]	**[2M]**
	e) How does funding vary across a startup's life cycle?	[L1][CO5]	**[2M]**
2	What factors determine a startup's potential for scale? Explain with examples.	[L1][CO5]	**[10M]**
3	How does aspiration differ from feasibility in scaling a venture?	[L1][CO5]	**[10M]**
4	Describe the key components of persuasive storytelling for investor pitches.	[L2][CO5]	**[10M]**
5	Outline the structure of an investor-ready pitch deck (mention 10 slides).	[L3][CO5]	**[10M]**
6	Why is storytelling more effective than data-heavy presentations for fundraising?	[L2][CO5]	**[10M]**
7	How would you tailor a pitch for angel investors versus venture capitalists?	[L5][CO5]	**[10M]**
8	Critique a famous startup pitch (e.g., Airbnb/Uber) and highlight its strengths.	[L4][CO5]	**[10M]**
9	a) Map funding options (debt/equity/grants) to stages of the startup lifecycle.	[L3][CO5]	**[5M]**
	b) A student – led startup has a good product but struggles to explain its story to investors. Suggest how persuasive storytelling can improve their pitch.	[L5][CO5]	**[5M]**
10	Develop a mock elevator pitch (60 seconds) for a renewable energy startup.	[L2][CO5]	**[10M]**
11	What post-pitch follow-up strategies would you recommend to founders?	[L1][CO5]	**[10M]**

Prepared by :

Dept. of MBA