	SKILL ENHANCEMENT COURSES						
	2021-22						
	BACHELOR OF BUSINESS ADMINISTRATION (ENTREPRENEURSHIP)						
1	M3 21 SB 101	Digital Fluency	1+ 0+2	30	20	50	2
2	M3 21 SB ***	Building A Lean Start-up	1+ 0+2	30	20	50	2
3	M3 21 SB ***	Funding For Start-Ups	1+ 0+2	30	20	50	2
4	M3 21 SB ***	Entrepreneurial Negotiation Management	1+ 0+2	30	20	50	2
5	M3 21 SB ***	Cognitive Skills	1+ 0+2	30	20	50	2
6	M3 21 SB ***	Leadership and Performance	1+ 0+2	30	20	50	2

BACHELOR OF BUSINESS ADMINISTRATION

(ENTREPRENEURSHIP)

M3 21 SB 101: DIGITAL FLUENCY

COURSE OBJECTIVES

The students will be able to:

1. Identify the environmental Factors that determine public health and its contribution towards Human Development Indices for public health.

2. Analyze the change of Agricultural activities, Industrial activities and life style, and its impact on climate change and Public health.

3. Identify the Factors that determine Good health and type of diseases that affect health due to lack of management of hygiene in public places and Sanitation, Poverty and change of Life style.

4. Evaluate the role of alternative systems of Medicine and intervening Programme of Government of India on Public health.

5. Examine the role of local bodies and its policies, practices with respect to solid waste management as per Environmental Protection Act, Forest Conservation Act, Wild Life Protection Act, Water and Air Act and Industrial, Bio Medical and E waste disposal rules.

Module 1: Emerging Technologies   5 Hours

Artificial Intelligence- Machine Learning- Deep Learning- Database Management for Data Science- Big Data Analytics- Internet of Things (IoT) and Industrial Internet of Things (IIoT)- Cloud computing and its service models- Cyber Security and Types of cyber attack

Module 2: Applications of Emerging Technologies   5 Hours

Artificial Intelligence- Big Data Analytics- Internet of Things- Cloud Computing- Cyber Security

Module 3: Building Essential Skills beyond Technology   5 Hours

Importance of Effective Communication Skills, Creative Problem Solving & Critical Thinking, Collaboration and Teamwork Skills, Innovation & Design Thinking, Use of tools in enhancing skills

COURSE OUTCOMES:

After completion of the course, the students will be able to:

1. Explain the type of emerging technologies and potential cyber-attacks in the world of digital
2. Evaluate the relevance and applicability of Artificial Intelligence, Big Data Analytics, Internet of Things and Cloud Computing on specific operations citing a example for the same
3. Justify the building of Essential Skills beyond Technology that goes well with adoption the Technology

BOOK FOR REFERENCE:

1. Volker Lang, Digital Fluency: Understanding the basics of Artificial Intelligence, Block chain technology, Quantum Computing and their applications for Digital Transformation, 1st Edition, Apress Publications, 2021

2. S. B. Ramoshi and S.P. Sajjan, Digital Fluency, 1st Edition, Karnataka, Ekalavya E-educate, 2021.
3. Eric Downey, Fundamentals, Applications and Emerging Technologies, Createspace Independent Publications, 2017
4. Chris Hackett, The Big Book of Maker Skills (Popular Science): Tools & Techniques for Building Great Tech Projects Flexi bound, Weldon Owen, Illustrated edition, 2014

BUILDING A LEAN STARTUP

COURSE OBJECTIVES:

The students will be able to

1. Illustrate steps involved in Lean startup process of a hypothetical startup
2. Design a Business model Canvas and Lean Canvas for a Startup Idea
3. Developing a minimum viable product (MVP) of a hypothetical startup

Module 1: Introduction to Lean start-up   **5 hours**

Basics of Start-up- Types of start-up- Lean start up process and methodology

Module 2: Start-up Idea Generation   **5 hours**

Business model Canvas- Lean Canvas

Module 3: Innovation in Start-up   **5 hours**

Design thinking- Developing a minimum viable product (MVP) - Validated learning

COURSE OUTCOMES:

After completion of the course, the students should be able to:

1. Illustrate steps involved in Lean startup process of a hypothetical startup
2. Design a Business model Canvas and Lean Canvas for a Startup Idea
3. Developing a minimum viable product (MVP) of a hypothetical startup

BOOK FOR REFERENCE:

1. Dr. Jeffrey Liker, THE TOYOTA WAY: 14 Management Principles from the World's Greatest Manufacturer, 2nd Edition, McGraw Hill Education, 2017.
2. Eric Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, 2011.
3. James P. Womack and Daniel T. Jones, Lean Solutions: How Companies and Customers Can Create Value and Wealth Together, Free Press, 2009.

FUNDING FOR START-UPS

COURSE OBJECTIVES:

The students will be able to:

1. Choose appropriate option of Startup Funding out of Self-Funding Angel Investors ,Venture Capital and IPO (Initial Public Offering)
2. Design the right funding model and the nature of startup Decision making based on requirements of startup
3. Identify the challenges in startup funding and adopt investors' interest based Exit Strategy

Module 1: Types Of Start-up Funding   **7 hours**

Self-Funding- Angel Investors- Venture Capital- IPO (Initial Public Offering)

Module 2: Choosing the right funding model   **4 hours**

Understanding the nature of start-up- Decision making based on requirements of start-up

Module 3: Challenges in Start-up funding   **4 hours**
Maintaining investors' interest- Exit Strategy

COURSE OUTCOMES:

After completion of the course, the students should be able to:
1. Choose appropriate option of Startup Funding out of Self-Funding Angel Investors ,Venture Capital and IPO (Initial Public Offering)
2. Design the right funding model and the nature of startup Decision making based on requirements of startup
3. Identify the challenges in startup funding and adopt investors' interest based Exit Strategy

BOOK FOR REFERENCE:

1. Nath Dhruv, Funding Your Startup, Penguin Random House India Pvt. Ltd.
2. Prajakt Raut , Starting up and Fund Raising - A guide book to help first-time entrepreneurs become better prepared for business and funding, Notion Press, Edition: 1, 2016.
3. Nicolaj Hojer Nielsen, Startup Funding, NHN Ventures Aps, 2017.

ENTREPRENEURIAL NEGOTIATION MANAGEMENT

COURSE OBJECTIVES:

The students will be able to

1. Devise for interactions between founders, partners, potential partners, investors etc. and negotiate at various stages of the entrepreneurial process from seed to exit.
2. Propose a suggestions relating to negotiation of Handling Emotions, Self-awareness, Managing uncertainties Technical complexity in the context of Mistakes/Challenges
3. Build a long-term relationship with stakeholders by means of Negotiation exercises and role-play simulations

Module 1: Introduction to Negotiation   **6 hours**

Interactions between founders, partners, potential partners, investors- Negotiation at various stages of the entrepreneurial process – from seed to exit.

Module 2: Negotiation Mistakes/Challenges   **6 hours**

Handling Emotions- Self-awareness - Managing uncertainties - Technical complexity

Module 3: Building long-term relationships with stakeholders   **3 hours**

Negotiation exercises and role-play simulations

COURSE OUTCOMES:

After completion of the course, the students should be able to:

1. Devise for interactions between founders, partners, potential partners, investors etc. and negotiate at various stages of the entrepreneurial process from seed to exit.
2. Propose a suggestion relating to negotiation of Handling Emotions, Self-awareness, Managing uncertainties Technical complexity in the context of Mistakes/Challenges
3. Build a long-term relationships with stakeholders by means of Negotiation exercises and role-play simulations

BOOK FOR REFERENCE:

1. Fisher, Roger and Danny Ertel, Getting Ready to Negotiate: The Getting to YES Workbook. New York: Penguin Books, 1995.
2. Dietmeyer, B.J, Strategic Negotiation: A Breakthrough Four-Step Process for Effective Business Negotiation. Dearborn Trade, 2004

<div align="center">**COGNITIVE SKILLS & FLEXIBILITY**</div>

COURSE OBJECTIVES:

The students will be able to:

1. Solve numerical problems and extract meaning from written communication.
2. Evaluate Reasoning Ability and Communication skills   by identifying word and numeric patterns and the related
3. Use Emotional Intelligence for Complex problem solving in Multi-tasking settings

Module 1: Numerical and Verbal Ability **5 Hours**
Number system, Arithmetic, Elementary statistics, data interpretation, English Grammar, Reading comprehension

Module 2: Reasoning Ability and Communication skills **5 Hours**
Identifying word and numeric patterns, Problem solving, Figural and Factual Analysis, Decision making, Propositional Reasoning, Visual/Spatial reasoning
Process of communication, Barriers to communication, Verbal and Non-verbal communication, Effective communication

Module 3: Cognitive Flexibility **5 Hours**
Building relationships – Human intuition in automated and data driven world – Measured Risks – Multi tasking – Complex problem solving – Emotional Intelligence

COURSE OUTCOMES:
After completion of the course, the students should be able to:
1. Solve numerical problems and extract meaning from written communication.
2. Evaluate Reasoning Ability and Communication skills by identifying word and numeric patterns and the related
3. Use Emotional Intelligence for Complex problem solving in Multi-tasking settings

BOOKS FOR REFERENCE:

1. Maggie McGonigle – Chalmers, Understanding Cognitive Development, Sage Publications Ltd., 2015

2. Frank C. Keil, Concepts, Kinds and Cognitive Development, MIT Press (MA), 2015

3. Workbook for Cognitive skills, Exercises for Thought Processing and Word Retrieval (William Beaumont Speech and Language), Susan Howell Brubaker, Wayne State University Press, 2018

LEADERSHIP AND PERFORMANCE

COURSE OBJECTIVES:

The students will be able to

1. Compare and contrast the three domains of leadership Technique for developing self-awareness and its impact on augmenting leadership effectiveness
2. Examine the factors that determine the engagement of team members effectively in a Team that lead to High Performance.
3. Evaluate the reactions of rational brain and emotional brain during change that leads to Critical Decision making for best results

Module 1: Leadership Skills   **5 Hours**

Fundamental concept behind leadership – Leading self – Three domains of leadership Technique for developing self-awareness – Subtleties of your inner world – Augment leadership effectiveness

Module 2: Team Building   **5 Hours**

Leadership communication – Role-plays and Case analysis based on Different Leadership Styles and their communication skills - Being Exceptional Managers – Engaging with team members effectively – Relationship Building for High Performance Team– Awareness of your behaviour and its impact on others – effective feedback – giving and receiving feedback

Module 3: Adaptability to Challenges   **5 Hours**

Agility and Adaptability - Adaptive to Technical Challenges - Challenges of change with an organisation – Reactions of rational brain and emotional brain during change – Critical Decision making for best results

COURSE OUTCOMES:

After completion of the course, the students should be able to:

1. Compare and contrast the three domains of leadership Technique for developing self-awareness and its impact on augmenting leadership effectiveness
2. Examine the factors that determine the engagement of team members effectively in a Team that lead to High Performance.
3. Evaluate the reactions of rational brain and emotional brain during change that leads to Critical Decision making for best results

BOOKS FOR REFERENCES:

1. Building a Winning Team: Technical Leadership, Brian Sutton and Robina Chatham, BCS Chartered Institute for IT, 2018
2. Team Building: Discover How to Easily Build & Manage Winning Teams (Strategies for Building and Leading Powerful Teams), Ace McCloud, Pro Mastery Publishing, 2019