TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Information, Communication & Technology

Master Of Computer Applications (MCA)

Scheme and Syllabus (w.e.f. Academic Session 2020-21 onwards)

Course Code: MCA- 271   **L T C**
Course Name: ENTREPRENEURSHIP MINDSET (NUES)   **3 0 3**

LEARNING OBJECTIVES:

ln this course, the learners will be able to develop expertise related to the following: -
1. Understand the fundamental concepts and processes of entrepreneurship.
2. Identify and evaluate business ideas and opportunities.
3. Know the techniques for effective problem-solving.
4. Understand the customer and the customer discovery process and how to develop market insights.
5. Effectively pitch your Venture Idea

PRE-REQUISITES:

1.. Discrete Structures
2. Programming Skills

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:

CO#	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	To discover skills and competencies needed for entrepreneurial career	BTL1	PO1
CO2	Effectively utilize frameworks for business planning and development	BTL2	PO1, PO2
CO3	Implement customer research methods such as shadowing, laddering etc to gather insightful data.	BTL3	PO1, PO2, PO3, PO4, PO6, PO10
CO4	Build and refine a minimum viable product (MVP) based on real customer feedback.	BTL5	PO1, PO2, PO3, PO4, PO6, PO10, PO11
CO5	Present a process pitch that integrates learnings across all units to propose a viable entrepreneurial venture.	BTL6	PO1, PO2, PO3, PO4, PO6, PO10, PO11