

**1.2 Academic Flexibility(30)**

**1.2.1 Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)**

**AND**

**1.2.2 Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years**

<b>VAC Title:</b>	<b>Value proposition in engineering startups -business model for success</b>				
<b>Resource Person:</b>	Mr.S.Madhan, incharge, Sakthi cups, Erode-638001.		Mr.S.Prakash, Manager, Sakthi cups, Erode-638001.		
<b>Date of conduct from:</b>	<b>26.02.2024</b>	<b>To:</b>	<b>02.03.2024</b>	<b>Duration:</b>	<b>36Hours</b>
<b>Organized Department:</b>	<b>DEPARTMENT OF MBA &amp; IQAC in association with sakthi cups</b>				
<b>Participant Year:</b>	<b>I,II Year MBA</b>	<b>Semester:</b>	<b>EVEN</b>	<b>No. of Students Participated:</b>	<b>74</b>
<b>Venue:</b>	<b>Lecture hall of I &amp; II year MBA</b>				

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**SASURIE**  
COLLEGE OF ENGINEERING  
Approved by AICTE, New Delhi  
Affiliated to Anna University, Chennai

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CIRCULAR

In order to bridge the curricular gap between the Academic Syllabus and Industry requirements, Department of Master of Business Administration and IQAC of our Institution in association with Sakthi Cups is organizing a Value Added Course(VAC) for the students of I, II year of MBA on the title “**Value Proposition in Engineering Startups – Business Model for Success**” from 26.02.2024 to 02.03.2024. At the end of the VAC, course completion certificates will be issued to the eligible participants as per the following norms.

- Students, who are securing **more than 70% on total score in the VAC test** and secured **more than 75% in VAC attendance** is eligible to receive the course completion certificate for the VAC attended.

<b>Resource Person Details</b>	Mr.S.Madhan, Incharge, Sakthi Cups Erode-638001	Mr.S.Prakash, Manager, Sakthi Cups Erode-638001.
<b>Venue</b>	Lecture hall of I & II year MBA	

*M. Muthu P*  
HoD/MBA

*[Signature]*  
PRINCIPAL

Copy to:

1. Chair man & Secretary for information
2. Principal office
3. IQAC Co-Ordinator
4. Class Incharges-I, II Year MBA
5. I, II Year MBA Students
6. MBA Notice Board
7. Department File

*[Signature]*  
**Dr.M.VIJAYAKUMAR ME., Ph.D.,**  
PRINCIPAL  
**SASURIE COLLEGE OF ENGINEERING,**  
Vijayamangalam - 638 056, Tirupur (Dt).

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Ref: SCE / MBA / Students / VAC / 2023 - 2024 - EVEN

26.02.2024

**SYLLABUS – VALUE ADDED COURSE**

**“Value Proposition in Engineering Startups – Business Model for Success”**

From 26.02.2024 to 02.03.2024(6days)



Duration: 36 Hours

Academic Year: 2023 -2024/EVEN

S.No.	Topics Covered	Duration (In Hours)	Date
1	Introduction to Value Proposition and Business Models	3	26.02.2024
2	The Role of Value Proposition in Startups	3	26.02.2024
3	Market Research and Customer Discovery	3	27.02.2024
4	Building Customer Personas	3	27.02.2024
5	Developing a Unique Value Proposition	3	28.02.2024
6	The Business Model Canvas	3	28.02.2024
7	Lean Startup and Iterative Development	3	29.02.2024
8	Scaling and Sustainability in Engineering Startups	3	29.02.2024
9	Case Studies of Successful Engineering Startups	3	01.03.2024
10	3D Printing Startups	3	01.03.2024
11	Feedback and Iteration	3	02.03.2024
12	Ethical and Social Implications	3	02.03.2024
Total Hours		36	

After successful completion of 36 Hours VAC, the assessment test for the VAC titled “Value Proposition in Engineering Startups – Business Model for Success” will be conducted on 02.03.2024.

  
Coordinator

  
HoD/MBA  
**Dr. M. VIJAYAKUMAR** ME., Ph.D.,  
PRINCIPAL  
 **SASURIE COLLEGE OF ENGINEERING,**  
Vijayamangalam - 638 056, Tirupur (Dt)



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**STUDENTS PARTICIPATION LIST-VALUE ADDED COURSE**

“Value Proposition in Engineering  
Startups – Business Model for Success”

From 26.02.2024 to 02.03.2024(6days)

Duration: 36 Hours

Academic Year: 2023 -2024/EVEN

S.NO	Register Number	Name of the students	Branch/Year
1.	732422631001	AMIRTHA K	II/MBA
2.	732422631002	ANNALAKSHMI N	II/MBA
3.	732422631003	ANU A	II/MBA
4.	732422631004	BALAKUMAR U	II/MBA
5.	732422631005	BHARATHIVELAN B	II/MBA
6.	732422631007	CHANDRUPRIYAN T	II/MBA
7.	732422631009	DEENA DAYALAN J	II/MBA
8.	732422631010	DHANUSH S	II/MBA
9.	732422631012	DHARANI PRIYA D	II/MBA
10.	732422631016	GNANAMBIKA A	II/MBA
11.	732422631017	GANESHKUMAR P	II/MBA
12.	732422631019	GOKULKRISHNAN T	II/MBA
13.	732422631020	GOWRI SANKAR K	II/MBA
14.	732422631021	GUNA P	II/MBA
15.	732422631022	HARIHARAN R	II/MBA
16.	732422631023	HARINEE L	II/MBA
17.	732422631024	HARI PRASATH P	II/MBA
18.	732422631026	JAGATHEESWARAN S	II/MBA
19.	732422631027	JEEVA S	II/MBA
20.	732422631029	KAPHINI P S	II/MBA
21.	732422631030	KAVIPRIYA D	II/MBA
22.	732422631032	MENAKADEVI C	II/MBA
23.	732422631033	MUBASHISHIRA A	II/MBA
24.	732422631035	NANDHABALAJI V	II/MBA
25.	732422631036	PRIYADHARSAN K	II/MBA
26.	732422631037	RAJESHKANNAN A	II/MBA

  
Dr.M.VIJAYAKUMAR ME., Ph.D.

PRINCIPAL



SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 638 056, Tirupur (Dt).

**STUDENTS PARTICIPATION LIST – VALUE ADDED COURSE**

S.NO	Register No	Name of the students	Branch/Year
27.	732422631039	ROSHINI M	II/MBA
28.	732422631040	RUBI JENIFER M	II/MBA
29.	732422631043	SELVAKUMAR M	II/MBA
30.	732422631044	SELVA SHIKAMANI M	II/MBA
31.	732422631045	SHANMUGAPRIYA M	II/MBA
32.	732422631046	SNEHA S	II/MBA
33.	732422631047	SNEHA S	II/MBA
34.	732422631049	SUBASH M	II/MBA
35.	732422631050	SUGANYA M	II/MBA
36.	732422631051	SUVEDA P	II/MBA
37.	732422631052	VASANTH S	II/MBA
38.	732422631053	VENKADESH N	II/MBA
39.	732422631054	VIGNESH P	II/MBA
40.	732422631055	VIGNESWARAMOORTHY R	II/MBA
41.	732422631056	VIJI S	II/MBA
42.	732422631058	VISHVA K S	II/MBA
43.	732422631059	YOGIRAMSURATHKUMAR M	II/MBA
44.	732423631002	ANUSHREE U S	I/MBA
45.	732423631003	ASIFARIFANA M	I/MBA
46.	732423631004	BALAJI VISWANATH D	I/MBA
47.	732423631005	DAMODHARAN T	I/MBA
48.	732423631006	DEEPIKA T	I/MBA
49.	732423631007	DHARANIPRIYA M	I/MBA
50.	732423631008	GOWTHAM S	I/MBA
51.	732423631009	GUHAN S	I/MBA

**STUDENTS PARTICIPATION LIST – VALUE ADDED COURSE**

52.	732423631010	HARISHKARTHIK AKV	I/MBA
53.	732423631011	JEYA AKSHAYAA J	I/MBA
54.	732423631012	JEYA SUBHIKSHA J	I/MBA
55.	732423631013	KAVYA N	I/MBA
56.	732423631014	KRISHNASAMY K	I/MBA
57.	732423631015	KUMARAKALAI AZHAGAN K	I/MBA
58.	732423631016	MOHAMMED MUSTHIK J	I/MBA
59.	732423631017	NANDIAKUMARI S	I/MBA
60.	732423631018	NAVEEN KUMAR M	I/MBA
61.	732423631019	NIVEETHA B	I/MBA
62.	732423631020	PRANESH P M	I/MBA
63.	732423631021	RAJA M	I/MBA
64.	732423631022	RAY SHIVA MALLES L	I/MBA
65.	732423631023	SATHIYASEELAN R	I/MBA
66.	732423631024	SHARMILA T	I/MBA
67.	732423631025	SOWMIYA G	I/MBA
68.	732423631026	SREENAATH B	I/MBA
69.	732423631027	SUMITHRADEVI C	I/MBA
70.	732423631029	VASANTHI A	I/MBA
71.	732423631030	VASUKI S	I/MBA
72.	732423631031	VIGNESH U	I/MBA
73.	732423631032	VIJAYAKUMAR V	I/MBA
74.	732423631033	VISHINUVARTHAN S	I/MBA

  
SAC Coordinator

  
HoD/MBA

 **Dr.M.VIJAYAKUMAR ME., Ph.D.**  
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

STUDENTS ATTENDANCE LIST-VALUE ADDED COURSE

“Value Proposition in Engineering Startups – Business Model for Success”

From 26.02.2024 to 02.03.2024 (6days)

Duration:36 Hours

Academic Year: 2023-2024/EVEN

S.No	RegNo.	Name of the Student	Year/ Branch	26.02.2024		27.02.2024		28.02.2024		29.02.2024		01.03.2024		02.03.2024		No. of Hours Attended	Signature of the Student
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
1	732422631001	AMIRTHA K	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/		
2	732422631002	ANNALAKSHMI N	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Amirtha
3	732422631003	ANU A	II/MBA	/	/	a	a	/	/	/	a	/	/	/	/	33	Anu
4	732422631004	BALAKUMAR U	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	30	Balakumar
5	732422631005	BHARATHIVELAN B	II/MBA	/	/	/	/	/	/	/	/	a	/	/	/	33	Bharathivelan
6	732422631007	CHANDRUPRIYAN T	II/MBA	/	/	/	/	a	a	/	/	/	/	/	/	30	Chandrupriyan
7	732422631009	DEENA DAYALAN J	II/MBA	/	/	/	/	/	/	/	/	a	a	/	/	30	Deena
8	732422631010	DHANUSH S	II/MBA	/	/	/	/	/	/	a	/	/	/	/	/	33	Dhanush
9	732422631012	DHARANI PRIYA D	II/MBA	/	/	/	/	/	/	/	/	a	/	/	/	36	Dharani
10	732422631016	GNANAMBIKA A	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Gnanambika
11	732422631017	GANESHKUMAR P	II/MBA	/	/	/	/	/	/	/	/	/	/	a	/	33	Ganesh
12	732422631019	GOKULKRISHNAN T	II/MBA	/	/	/	/	/	/	a	a	/	/	/	/	30	Gokulkrishnan
				/	/	/	/	/	/	/	/	/	/	/	/	36	Principal


**Dr.M.VIJAYAKUMAR** ME., Ph.D  
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S.No	Reg No.	Name of the Student	Year/ Branch	26.02.2024		27.02.2024		28.02.2024		29.02.2024		01.03.2024		02.03.2024		No. of Hours Attended	Signature of the Student
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
13	732422631020	GOWRI SANKAR K	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	33	Gowri Sankar
14	732422631021	GUNA P	II/MBA	/	/	/	/	/	/	/	a	/	/	/	a	33	Guna P
15	732422631022	HARIHARAN R	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	35	Hariharan R
16	732422631023	HARINEE L	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Harinee L
17	732422631024	HARI PRASATH P	II/MBA	/	/	/	/	a	a	/	/	/	/	/	/	30	Hari Prasath P
18	732422631026	JAGATHEESWARAN S	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Jagatheeswaran S
19	732422631027	JEEVA S	II/MBA	/	/	/	/	/	/	/	/	/	/	a	/	33	Jeeva S
20	732422631029	KAPHINI P S	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Kaphini P S
21	732422631030	KAVIPRIYA D	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Kavipriya D
22	732422631032	MENAKADEVI C	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Menakadevi C
23	732422631033	MUBASHSHIRA A	II/MBA	/	/	/	/	/	/	/	/	a	/	/	/	35	Mubashshira A
24	732422631035	NANDHABALAJI V	II/MBA	/	/	/	/	a	/	/	/	/	/	/	/	33	Nandhabalaji V
25	732422631036	PRIYADHARSAN K	II/MBA	/	/	/	/	/	/	a	a	/	/	/	/	30	Priyadharsan K
26	732422631037	RAJESHKANNAN A	II/MBA	/	/	/	a	a	/	/	/	/	/	/	/	30	Rajeshkannan A
27	732422631039	ROSHINI M	II/MBA	/	a	/	/	/	/	/	/	/	/	/	/	33	Roshini M
28	732422631040	RUBI JENIFER M	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Rubi Jenifer M
												a	/	/	/	33	Rubi Jenifer M

  
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**STUDENTS ATTENDANCE LIST-VALUE ADDED COURSE**

S.No	Reg No.	Name of the Student	Year/ Branch	26.02.2024		27.02.2024		28.02.2024		29.02.2024		01.03.2024		02.03.2024		No. of Hours Attended	Signature of the Student
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
29	732422631043	SELVAKUMAR M	II/MBA	/	/	/	/	/	/	/	/	/	/	a	a	30	Selva
30	732422631044	SELVA SHIKAMANI M	II/MBA	/	/	/	/	/	/	/	/	/	a	/	/	33	SS
31	732422631045	SHANMUGAPRIYA M	II/MBA	/	/	/	/	/	/	/	a	/	/	/	/	33	Shanmug
32	732422631046	SNEHA S	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Sneha
33	732422631047	SNEHA S	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	SNEHA S
34	732422631049	SUBASH M	II/MBA	/	/	/	/	/	/	a	/	/	/	/	/	33	Subash
35	732422631050	SUGANYA M	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	30	Suganya
36	732422631051	SUVEDA P	II/MBA	/	/	/	/	a	/	/	/	/	/	/	/	33	Suveda
37	732422631052	VASANTH S	II/MBA	/	/	/	/	/	/	/	/	a	a	/	/	30	Vasanth
38	732422631053	VENKADESH N	II/MBA	/	/	a	a	/	/	/	/	/	/	/	/	30	Venka
39	732422631054	VIGNESH P	II/MBA	/	/	/	/	/	/	/	a	/	/	/	/	33	Vignesh
40	732422631055	VIGNESWARAMOORTHY R	II/MBA	/	/	/	/	/	a	/	/	/	/	/	/	33	Vignesh
41	732422631056	VIJI S	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Viji
42	732422631058	VISHVA K S	II/MBA	/	/	/	/	a	/	/	/	/	/	/	/	33	Vishva
43	732422631059	YOGIRAMSURATHKUMAR M	II/MBA	a	a	/	/	/	/	/	/	/	/	/	/	30	Yogi
44	732423631002	ANUSHREE U S	II/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Anushree
45	732423631003	ASIFARIFANA M	I/MBA	/	/	/	/	/	/	/	/	/	/	a	/	33	Asifa
46	732423631004	BALAJI VISWANATH D	I/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Balaji
47	732423631005	DAMODHARAN T	I/MBA	/	/	/	/	/	/	a	/	/	/	/	/	33	Damodhan


**STUDENTS ATTENDANCE LIST-VALUE ADDED COURSE**

48	732423631006	DEEPIKA T	I/MBA	/	/	/	/	/	/	/	/	/	/	Q	a	30	Jay
49	732423631007	DHARANIPRIYA M	I/MBA	/	/	/	/	/	/	/	/	/	/	/	/	33	Shankar
50	732423631008	GOWTHAM S	I/MBA	a	a	/	/	/	/	/	/	/	/	/	/	30	Shankar
51	732423631009	GUHAN S	I/MBA	/	/	/	/	a	a	/	/	/	/	/	/	30	S. Gungar
52	732423631010	HARISHKARTHICK AKV	I/MBA	/	/	/	/	a	a	/	/	/	/	/	/	33	Helluvarani
53	732423631011	JEYA AKSEYAAA J	I/MBA	/	/	/	a	/	/	/	/	/	/	/	/	33	Jeya
54	732423631012	JEYA SUBHIKSHA J	I/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Jeya
55	732423631013	KAVYA N	I/MBA	/	/	/	/	/	/	/	/	/	/	/	/	33	Jeya
56	732423631014	KRISHNASAMY K	I/MBA	/	/	/	/	/	/	a	a	/	/	/	/	30	Krupa
57	732423631015	KUMARAKALAIJAZHAGAN K	I/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Krupa
58	732423631016	MOHAMMED MUSTHIK J	I/MBA	/	/	/	/	/	/	/	/	/	/	/	a	33	Mahesh
59	732423631017	NANDHAKUMARI S	I/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Mahesh
60	732423631018	NAVEEN KUMAR M	I/MBA	/	/	/	/	a	/	/	/	/	/	/	/	33	Mahesh
61	732423631019	NIVEETHA B	I/MBA	/	/	a	a	/	/	/	/	/	/	/	/	30	Niveetha
62	732423631020	PRANESH P M	I/MBA	/	/	/	/	/	a	/	/	/	/	/	/	33	Pranesh
63	732423631021	RAJA M	I/MBA	/	/	/	/	/	/	/	/	/	/	a	a	30	Raja
64	732423631022	RAY SHIVA MALLES L	I/MBA	a	a	/	/	/	/	/	/	/	/	/	/	30	Raja
65	732423631023	SATHIYASI ELAN R	I/MBA	/	a	/	/	/	/	/	/	/	/	/	/	30	Rishi
66	732423631024	SHARMLA T	I/MBA	/	/	/	a	/	/	/	/	/	/	/	/	33	Sharmila
67	732423631025	SOWMIYA G	I/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Sowmya
68	732423631026	SREENAATH B	I/MBA	/	/	/	/	/	a	/	/	/	/	/	/	33	Sreenaath
69	732423631027	SUMITHRADEVI C	I/MBA	/	/	/	/	a	a	/	/	/	/	/	/	30	Sumithra

  
**Dr. M. VIJAYAKUMAR** M.E., Ph.D.  
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 SASURIE COLLEGE OF ENGINEERING,  
 Vijayamangalam - 638 056, Tirupur (Dt).

**STUDENTS ATTENDANCE LIST-VALUE ADDED COURSE**

70	732423631029	VASANTHI A	I/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Vasanthi
71	732423631030	VASUKI S	I/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Vasuki
72	732423631031	VIGNESH U	I/MBA	/	/	/	/	/	/	a	/	/	/	/	/	33	Vignesh
73	732423631032	VIJAYAKUMAR V	I/MBA	/	/	a	a	/	/	/	/	/	/	/	/	30	Vijayakumar
74	732423631033	VISHNUVARTHAN S	I/MBA	/	/	/	/	/	/	/	/	/	/	/	/	36	Vishnu Varthan

  
VAC Coordinator

  
HoD/I/MBA

  
Dr. M. VIJAYAKUMAR M.E., Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 638 056, Tirupur (Dt).

### Report on Value Added Course

Title:	Value Proposition in Engineering Startups – Business Model for Success						
Resource Person:	Mr.S.Madhan, Incharge, Sakthi Cups Erode-638001			Mr.S.Prakash, Manager, Sakthi Cups Erode-638001.			
Date of conduct from:	26.02.2024		To:	02.03.2024		Duration:	36Hours
Organized by:	MASTER OF BUSINESS ADMINISTRATION and IQAC in association with Sakthi Cups						
Academic Year:	2023 – 2024			Semester:	EVEN		
Participant Year:	I,II Year MBA			No.of Students Participated:	74		
Venue:	Lecture hall of I & II year MBA						

#### Outcome of Value Added Course(VAC)

- Identify key elements that make up a strong value proposition (e.g., customer pain points, product benefits, unique selling points).
- Apply frameworks such as the Value Proposition Canvas to align product offerings with customer desires and expectations.
- Create and communicate a clear value proposition that effectively addresses customer problems, offers tangible benefits, and differentiates the startup from competitors.
- Identify and evaluate the components of a successful business model, including customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.
- Develop a business model that is scalable, flexible, and capable of adapting to changing market dynamics in the engineering industry.

#### Assessment Process

- Students, who are securing **more than 70% on total score in the VAC test** and secured more than 75% in VAC attendance is eligible to receive the course completion certificate for the VAC attended
- Total Score=(0.5\*Attendance in VAC out of 100 percentage+0.5 \*Test mark in VAC out of 100marks)

No.of students successfully completed the VAC course is 74 Students based on the above assessment process.

  
ACC Co-ordinator

  
HoD/MBA

  
Principal

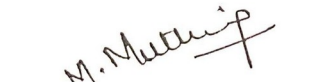
  
Dr.M.VIJAYAKUMAR M.E., Ph.D.,  
PRINCIPAL



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION  
Certificate of Participation

This is to Certify that Mr.GOWRI SANKAR K, II/MBA has successfully completed the Value Added Course titled "Value Proposition in Engineering Startups – Business Model for Success" Organized by the Department of Master of Business Administration in association with IQAC of Sasurie College of Engineering and Sakthi Cups from 26.02.2024 to 02.03.2024 (6 days).

  
Co-ordinator

  
Head of the Department

  
Principal

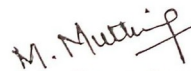
  
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION  
Certificate of Participation

This is to Certify that Mr.CHANDRUPRIYAN T, II/MBA has successfully completed the Value Added Course titled "Value Proposition in Engineering Startups – Business Model for Success" Organized by the Department of Master of Business Administration in association with IQAC of Sasurie College of Engineering and Sakthi Cups from 26.02.2024 to 02.03.2024 (6 days).

  
Coordinator

  
Head of the Department

  
Principal

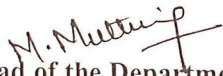
  
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Vijayamangalam - 638 056, Tirupur (Dt).



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION  
Certificate of Participation

This is to Certify that Mr.DAMODHARAN.T, I/MBA has successfully completed the Value Added Course titled "Value Proposition in Engineering Startups – Business Model for Success" Organized by the Department of Master of Business Administration in association with IQAC of Sasurie College of Engineering and Sakthi Cups from 26.02.2024 to 02.03.2024 (6 days).

  
Co-ordinator

  
Head of the Department

  
Principal

  
Dr.M.VIJAYAKUMAR ME., Ph.D.,  
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**TEST QUESTION PAPER-VALUE ADDED COURSE**

**“Value Proposition in Engineering  
Startups – Business Model for Success”**

**From 26.02.2024 to 02.03.2024 (6 days)**

**Duration: 36 Hours**

**Academic Year : 2023 -2024 /EVEN**

**Date of Test: 02.03.2024**

**MULTIPLE CHOICE QUESTIONS(25X1=25 Marks)**

**Name of the Student:**

**Year/ Sem:**

**AU Register Number:**

**Answer all the questions:**

1. What is the primary purpose of a value proposition for an engineering startup?
  - A) To increase product pricing
  - B) To define the customer segment and their needs
  - C) To maximize profit margins
  - D) To create a detailed operational plan
2. Which of the following is a critical component of a successful business model for an engineering startup?
  - A) High initial investment
  - B) Clear customer value proposition
  - C) Minimal competition
  - D) Large team size
3. A well-defined value proposition helps an engineering startup by:
  - A) Reducing time-to-market
  - B) Identifying target markets
  - C) Increasing production costs
  - D) Reducing product features
4. Which of the following is a key aspect of the business model for a successful engineering startup?
  - A) Avoiding market research
  - B) Clear understanding of revenue streams
  - C) Minimizing customer feedback
  - D) Focusing only on product features
5. The lean startup model emphasizes:
  - A) Heavy investment in advertising
  - B) Iterative development and feedback loops
  - C) Immediate mass production
  - D) Avoiding customer interactions



6. Which of the following is NOT a typical revenue model for an engineering startup?
  - A) Subscription-based revenue
  - B) Licensing revenue
  - C) Freemium model
  - D) Fixed-price revenue with no feedback
  
7. In a value proposition canvas, which element directly addresses customer needs and pain points?
  - A) Customer jobs
  - B) Product features
  - C) Channels of distribution
  - D) Cost structure
  
8. Which of the following is a key challenge for engineering startups when defining their value proposition?
  - A) Overestimating customer needs
  - B) Underestimating market demand
  - C) Choosing the wrong pricing model
  - D) Aligning the product with actual customer pain points
  
9. In business models, what does "Customer Segments" refer to?
  - A) Different types of marketing strategies
  - B) The various customer groups a business serves
  - C) The methods of funding a startup
  - D) The production timeline
  
10. Which of the following is a key indicator that an engineering startup's value proposition is effective?
  - A) High customer churn rate
  - B) Low customer engagement
  - C) High customer satisfaction and retention
  - D) High marketing costs
  
11. A minimum viable product (MVP) is most important for:
  - A) Gaining early customer feedback
  - B) Launching a final product
  - C) Setting high prices
  - D) Expanding the team
  
12. Which of the following best describes the "Cost Structure" component of a business model?
  - A) The total price customers are willing to pay
  - B) The key activities and costs incurred to deliver the product
  - C) The channels used to reach customers
  - D) The total revenue generated from sales
  
13. What is the purpose of a customer journey map in an engineering startup?
  - A) To track employee performance
  - B) To visualize the customer's experience with the product/service
  - C) To define product features
  - D) To outline the pricing structure
  
14. Which of the following is essential for scaling an engineering startup?
  - A) Avoiding all competition
  - B) Ensuring repeatable and scalable processes
  - C) Keeping the company small and agile
  - D) Focusing on a single product feature





15. Which strategy is commonly used by engineering startups to gain market validation before full product development?
  - A) Mass production
  - B) Crowdfunding
  - C) Launching without testing
  - D) Avoiding customer engagement
16. What role does "Customer Feedback" play in refining a startup's business model?
  - A) It increases production costs
  - B) It helps in identifying potential investors
  - C) It assists in improving the product and its value proposition
  - D) It delays the product development process
17. Which of the following best describes "Key Partners" in a business model?
  - A) Customers who are repeat buyers
  - B) External companies or organizations that help the startup achieve its goals
  - C) Internal team members
  - D) Marketing channels
18. What is the main advantage of using the "Business Model Canvas" in an engineering startup?
  - A) It helps to streamline product features
  - B) It provides a comprehensive and structured overview of the business
  - C) It focuses solely on the financial aspects of the business
  - D) It eliminates the need for customer research
19. What does the "Channels" component of a business model refer to?
  - A) The methods used to communicate with customers
  - B) The funding sources for the business
  - C) The suppliers of raw materials
  - D) The price structure of the product
20. Which of the following is a common pricing strategy for engineering startups?
  - A) Premium pricing for high-quality products
  - B) Cost-plus pricing for basic products
  - C) Freemium for basic services, with upsells
  - D) All of the above
21. Which of the following is most likely to be part of a disruptive engineering startup's value proposition?
  - A) Solving an existing problem in a more efficient and cost-effective way
  - B) Offering high-end features that are not needed by the majority of customers
  - C) Using complex technologies that appeal to a niche market
  - D) Maintaining traditional business processes
22. The "Revenue Streams" component of the business model focuses on:
  - A) The costs associated with producing the product
  - B) The various ways the business generates income from customers
  - C) The customer base and segments
  - D) The marketing channels
23. What is the primary benefit of using agile development in an engineering startup?
  - A) It reduces competition
  - B) It minimizes customer engagement
  - C) It allows for iterative progress and faster market adaptation
  - D) It guarantees profitability

24. Which of the following is an example of a "Key Activity" in a business model for an engineering startup?
- A) Manufacturing and product testing
  - B) Marketing and sales strategies
  - C) Developing partnerships
  - D) All of the above
25. Which factor is most critical when scaling a product in an engineering startup?
- A) High investment in marketing
  - B) Maintaining a small, agile team
  - C) Ensuring the product meets market demand and can scale
  - D) Limiting customer feedback

  
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ॐ  
**SASURIE**  
COLLEGE OF ENGINEERING  
Approved by AICTE, New Delhi  
Affiliated to Anna University, Chennai

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEST QUESTION ANSWER KEY- VALUE ADDED COURSE

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Startups – Business Model for Success”

From 26.02.2024 to 02.03.2024(6days)

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Academic Year : 2023 -2024 /EVEN

Date of Test : 02.03.2024

1	B	6	D	11	A	16	C	21	A
2	B	7	A	12	B	17	B	22	B
3	B	8	D	13	B	18	B	23	C
4	B	9	B	14	B	19	A	24	D
5	B	10	C	15	B	20	D	25	C

  
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEST QUESTION PAPER-VALUE ADDED COURSE

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✓

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✓

14. Which of the following is essential for scaling an engineering startup?

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- B) Ensuring repeatable and scalable processes
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✓

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

ASSESSMENT SHEET-VALUE ADDED COURSE


“Value Proposition in Engineering Startups – Business Model for Success”

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Duration:36 Hours

Academic Year: 2023-2024/EVEN

S.No	Reg No.	Name of the Student	Year/ Branch	Attendance Details		VAC-MCQTEST		OVERALL Score(100) (50% of A +50% of B)
				No. of Hours Attended	Attendance Score (100)(A)	No. of Correct Answers	MCQ Score(100) (B)	
1.	732422631001	AMIRTHA K	II/MBA	36	100	18	72	86
2.	732422631002	ANNALAKSHMI N	II/MBA	33	90	19	76	83
3.	732422631003	ANU A	II/MBA	30	80	18	72	76
4.	732422631004	BALAKUMAR U	II/MBA	33	90	19	76	83
5.	732422631005	BHARATHIVELAN B	II/MBA	30	80	20	80	80
6.	732422631007	CHANDRUPRIYAN T	II/MBA	30	80	20	80	80
7.	732422631009	DEENA DAYALAN J	II/MBA	33	90	19	76	83
8.	732422631010	DHANUSH S	II/MBA	33	90	19	76	83
9.	732422631012	DHARANI PRIYA D	II/MBA	36	100	19	76	88
10.	732422631016	GNANAMBIKA A	II/MBA	33	90	19	76	83
11.	732422631017	GANESHKUMAR P	II/MBA	30	80	21	84	82
12.	732422631019	GOKULKRISHNAN T	II/MBA	36	100	18	72	86


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				No. of Hours Attended	Attendance Score (100)(A)	No. of Correct Answers	MCQ Score(100) (B)	
13	732422631020	GOWRI SANKAR K	II/MBA	33	90	19	76	83
14	732422631021	GUNA P	II/MBA	33	90	19	76	83
15	732422631022	HARIHARAN R	II/MBA	36	100	19	76	88
16	732422631023	HARINEE L	II/MBA	30	80	18	72	76
17	732422631024	HARI PRASATH P	II/MBA	36	100	21	84	92
18	732422631026	JAGATHEESWARAN S	II/MBA	33	90	19	76	83
19	732422631027	JEEVA S	II/MBA	36	100	19	76	88
20	732422631029	KAPILINI P S	II/MBA	36	100	18	72	86
21	732422631030	KAVIPRIYA D	II/MBA	36	100	21	84	92
22	732422631032	MENAKADEVI C	II/MBA	33	90	21	84	87
23	732422631033	MUBASHSHIRA A	II/MBA	33	90	21	84	87
24	732422631035	NANDHABALAJI V	II/MBA	30	80	20	80	80
25	732422631036	PRIYADHARSAN K	II/MBA	30	100	18	72	86
26	732422631037	RAJESHKANNAN A	II/MBA	33	90	19	76	83
27	732422631039	ROSHINI M	II/MBA	36	100	19	76	88
28	732422631040	RUBI JENIFER M	II/MBA	33	80	18	72	76

  
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29	732422631043	SELVAKUMAR M	II/MBA	30	80	20	80	80
30	732422631044	SELVA SHIKAMANI M	II/MBA	33	90	19	76	83
31	732422631045	SHANMUGAPRIYA M	II/MBA	33	90	19	76	83
32	732422631046	SNEHA S	II/MBA	36	100	19	76	88
33	732422631047	SNEHA S	II/MBA	36	100	18	72	86
34	732422631049	SUBASH M	II/MBA	33	90	19	76	83
35	732422631050	SUGANYA M	II/MBA	30	80	18	72	76
36	732422631051	SUVEDA P	II/MBA	33	90	19	76	83
37	732422631052	VASANTH S	II/MBA	30	80	20	80	80
38	732422631053	VENKADESH N	II/MBA	30	80	20	80	80
39	732422631054	VIGNESH P	II/MBA	33	90	19	76	83
40	732422631055	VIGNESWARAMOORTHY R	II/MBA	33	90	19	76	83
41	732422631056	VIJI S	II/MBA	36	100	19	76	88
42	732422631058	VISHVA K S	II/MBA	33	90	19	76	83
43	732422631059	YOGIRAMSURATHKUMAR M	II/MBA	30	80	21	84	82
44	732423631002	ANUSHREE U S	II/MBA	36	100	18	72	86
45	732423631003	ASIFARIFANA M	II/MBA	33	90	19	76	83
46	732423631004	BALAJI VISWANATH D	II/MBA	36	100	18	72	86
47	732423631005	DAMODHARAN T	I/MBA	33	90			
48	732423631006	DEEPIKA T	II/MBA	30	80			

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49	732423631007	DHARANIPRIYA M	I/MBA	33	90	19	76	83
50	732423631008	GOWTHAM S	I/MBA	30	80	20	80	80
51	732423631009	GUHAN S	I/MBA	30	80	20	80	80
52	732423631010	HARISHKARTHICK AKV	I/MBA	33	90	19	76	83
53	732423631011	JEYA AKSHAYAA J	I/MBA	33	90	19	76	83
54	732423631012	JEYA SUBHIKSHA J	I/MBA	36	100	19	76	88
55	732423631013	KAVYA N	I/MBA	33	90	19	76	83
56	732423631014	KRISHNASAMY K	I/MBA	30	80	21	84	82
57	732423631015	KUMARAKALAI AZHAGAN K	I/MBA	36	100	18	72	86
58	732423631016	MOHAMMED MUSTHIK J	I/MBA	33	90	19	76	83
59	732423631017	NANDHAKUMARI S	I/MBA	36	100	18	72	86
60	732423631018	NAVEEN KUMAR M	I/MBA	33	90	19	76	83
61	732423631019	NIVEETHA B	I/MBA	30	80	18	72	76
62	732423631020	PRANESH P M	I/MBA	33	90	19	76	83
63	732423631021	RAJA M	I/MBA	30	80	20	80	80
64	732423631022	RAY SHIVA MALLES L	I/MBA	30	80	20	80	80
65	732423631023	SATHINASEELAN R	I/MBA	33	90	19	76	83
66	732423631024	SHARMILA T	I/MBA	33	90	19	76	83
67	732423631025	SOWMIYA G	I/MBA	36	100	19	76	88
68	732423631026	SREENAATH B	I/MBA	33	90	19	76	83
69	732423631027	SUMITHRADEVI C	I/MBA	30	80	21	84	82
70	732423631029	VASANTHI A	I/MBA	36	100	18	72	86
71	732423631030	VASUKI S	I/MBA	36	100	19	76	88
72	732423631031	VIGNESH U	I/MBA	33	90	19	76	83

**ASSESSMENT SHEET-VALUE ADDED COURSE**

73	732423631032	VIJAYAKUMAR V	I/MBA	30	80	21	84	82
74	732423631033	VISHNUVARTHAN S	I/MBA	36	100	18	72	86

  
VAC Coordinator

  
HOD/MBA

  
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION  
Certificate of Participation

This is to Certify that Ms.KAVYA N, I/MBA has successfully completed the Value Added Course titled "Value Proposition in Engineering Startups – Business Model for Success" Organized by the Department of Master of Business Administration in association with IQAC of Sasurie College of Engineering and Sakthi Cups from 26.02.2024 to 02.03.2024 (6 days).

  
Co-ordinator

  
Head of the Department

  
Principal

  
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