

**2017-18**

**IE SYLLABUS**

4 years Course	Innovation & Entrepreneurship 2017-18 Onwards	L	T	P	C
(Semester wise) SIT		2	1	0	2.5
<b>Course Description:</b> The process of converting ideas into a viable business proposition is a critical factor in today's economy. Entrepreneurship is a structured and dynamic process that involves creativity, risks, and meticulous planning. This course aims to lay a foundation and basic understanding of the Entrepreneurial framework and develop the competency to think and act entrepreneurially. Entrepreneurship in practice involves acquiring the necessary skills, competencies, and action-based activities.					
Semester 1	Introduction to entrepreneurship  CODE :- 23000007				8 hrs
	<b>Course Educational Objectives:</b> This course aims to enable the students to know how the innovations, opportunities, and ideas convert into a new business. <ul style="list-style-type: none"><li>▪ To know various theories of entrepreneurship and trends.</li><li>▪ To generate new business ideas from various sources.</li><li>▪ To identify various issues and challenges in starting a new venture.</li><li>▪ To know the elements of a business plan and designing a business model.</li><li>▪ To compare and contrast the entrepreneurship practices in the family business and social enterprise.</li></ul>				
Unit 1	<b>Introduction to Entrepreneurship:</b> Meaning, Role of Entrepreneur, Entrepreneurial Process: different approaches, Motivation for becoming an entrepreneur: Maslow's theory , ' Herzberg's theory, McGregor theory, McClelland 's Need -achievement theory Importance of Entrepreneurship, Functions of an Entrepreneur, Types of Entrepreneurs, Intrapreneurship (Corporate Entrepreneurship, Entrepreneurship and Startup)				
Unit 2	<b>Characteristics or traits of successful entrepreneurs and myths related to entrepreneurship.</b> Characteristics or traits of successful entrepreneurs, need for studying success characteristics / traits of entrepreneurs, how to develop successful characteristics/traits of entrepreneur and myths related to entrepreneurship.				
Unit 3	<b>Cognitive foundations of entrepreneurship-</b> Human cognition: its basic nature- and important limitations, Creativity and innovation: ideas to reality, The founder, Recruitment and selection of key employees, the role of board of directors, Board of advisers, lenders and Investors, other professionals.				

<b>Unit 4</b>	<b>Innovation &amp; Value creation:</b> Meaning, different types of innovation, Analysing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship, Participation for Innovation, Co-creation for Innovation	
<b>Semester: 2</b>	<b>Preparing Wider Horizon for Entrepreneurship</b>	<b>10 hrs</b>
	<b>CODE:- 23000013</b>	
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Understand the nature and sources of entrepreneurial opportunities and the factors influencing opportunity recognition.</li> <li>Apply structured techniques like brainstorming, focus groups, and Six Thinking Hats to generate innovative business ideas.</li> <li>Evaluate the viability of a business idea using various types of feasibility analysis.</li> <li>Analyze and design appropriate business models using tools like Business Model Canvas and value propositions.</li> <li>Conduct market research effectively using sampling, questionnaire design, and data analysis for informed decision-making.</li> </ul>	
<b>Unit 1</b>	<b>Opportunities: Their nature, discovery, and Creation: -</b> Opportunities: Their basic nature, opportunities: Discovered, created, or both, Opportunities: The role of information, experience and social network- The role of information in opportunity recognition, The role of experience and social networks in opportunity recognition,	
<b>Unit 2</b>	<b>Business Idea and Startup-</b> Meaning, sources of business ideas, techniques for idea generation like brain storming, focus group, characteristics of brilliant business ideas,	
<b>Unit 3</b>	<b>Feasibility Analysis –</b> Is the opportunity worth pursuing? Concept of feasibility analysis, types of feasibility analysis: product/service feasibility, industry/target market feasibility, organizational feasibility, financial feasibility	
<b>Unit 4</b>	<b>Business Model-</b> Introduction to business model, Types of business model, Developing and testing a business model, Business modelling process, Business model canvas, Business Models and value proposition, Business Model Failure: Reasons and Remedies Reinventing business model	
<b>Unit 5</b>	<b>Market Research:</b> Introduction, Need of market research, Market research process, Data collection sources and methods, Questionnaire designing, Sampling, Data analysis and interpretation, Report writing	
	<b>Recommended Textbooks</b> <ol style="list-style-type: none"> <li>1. “<b>Entrepreneurship</b>” by Robert D. Hisrich, Michael Peters &amp; Dean Shepherd – McGraw Hill</li> <li>2. “<b>Innovation and Entrepreneurship</b>” by Peter F. Drucker – Harper Business</li> <li>3. “<b>Business Model Generation</b>” by Alexander Osterwalder &amp; Yves Pigneur – Wiley</li> </ol>	

	<p>4. <b>“Entrepreneurship Development”</b> by S.S. Khanka – S. Chand Publishing</p> <p>5. <b>“Market Research”</b> by Naresh K. Malhotra – Pearson</p>
	<p><b>Suggested Readings</b></p> <ol style="list-style-type: none"> <li>1. <b>“Effectual Entrepreneurship”</b> by Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank – Routledge</li> <li>2. <b>“Discovering the Soul of Service”</b> by Leonard L. Berry – Free Press</li> <li>3. <b>Harvard Business Review Articles</b> on entrepreneurship and opportunity recognition</li> <li>4. <b>Journals:</b> <ul style="list-style-type: none"> <li>○ <i>Journal of Business Venturing</i></li> <li>○ <i>Small Business Economics</i></li> <li>○ <i>Entrepreneurship Theory and Practice</i></li> <li>○ <i>International Journal of Market Research</i></li> </ul> </li> </ol>

<b>Semester 3</b>	<b>Entrepreneurial motivation Code :- 23000014</b>	<b>6 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Define entrepreneurship and identify the characteristics, roles, and types of entrepreneurs.</li> <li>Understand the motivational factors that influence entrepreneurial behavior and target-setting.</li> <li>Analyze the role of personal traits like confidence, leadership, and communication in entrepreneurial success.</li> <li>Examine real-life case studies of successful and failed startups across different sectors.</li> </ul>	
<b>Unit 1</b>	Entrepreneurship – Definition, Characteristics and importance, Types and functions of an Entrepreneur, merits of a good entrepreneur/motivational factors of entrepreneurship.	
<b>Unit 2</b>	a) Motivation to achieve targets and establishment of ideas, setting targets and facing challenges. Resolving problems and creativity sequenced and guiding capacity, Development of self confidence. (b) Communication skills, capacity to influence, leadership.	
<b>Unit 3</b>	<b>Cases of different successful start-up cases</b> Video cases discussions in the class room Agriculture, Healthcare, Fin Tech; Medical etc. these cases must be discussed thoroughly in classroom.	
<b>4<sup>th</sup> Semester</b>	<b>Project feasibility &amp; Marketing skills CODE :- 23000017</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Understand the fundamental concepts and importance of project feasibility in entrepreneurship.</li> <li>Evaluate different types of feasibility studies including technical, financial, market, and organizational.</li> <li>Analyze the role of marketing research in business idea validation and customer segmentation.</li> <li>Apply practical marketing skills such as product positioning, pricing, and promotion for new ventures.</li> </ul>	
<b>Unit 1</b>	<b>Introduction to Project Feasibility</b> <ul style="list-style-type: none"> <li>Definition and Importance of Project Feasibility</li> <li>Components of a Feasibility Study</li> <li>Role of Entrepreneurs and Managers in Feasibility Analysis</li> </ul>	
<b>Unit 2</b>	<b>Types of Feasibility Studies</b> <ul style="list-style-type: none"> <li>Technical Feasibility: Resources, Technology, Location</li> <li>Financial Feasibility: Cost Estimation, Break-even Analysis, ROI</li> <li>Market Feasibility: Demand-Supply Analysis, Competitor Analysis</li> </ul>	

<b>Unit 3</b>	<b>Market Research and Analysis</b> <ul style="list-style-type: none"> <li>Market Research Methods: Surveys, Interviews, Secondary Data</li> <li>Consumer Behavior and Market Trends</li> </ul>
<b>Unit 4</b>	<b>Financial Planning and Risk Analysis</b> <ul style="list-style-type: none"> <li>Budgeting and Cost Control</li> <li>Funding Sources: Bank Loans, Angel Investors, Crowdfunding</li> <li>Risk Assessment and Contingency Planning</li> </ul>
<b>Unit 5</b>	<b>Marketing Skills for Project Success</b> <ul style="list-style-type: none"> <li>Marketing Strategies: Product Positioning, Branding, Pricing</li> <li>Digital Marketing: Social Media, SEO, Email Marketing</li> <li>Sales &amp; Negotiation Techniques for Business Development</li> </ul>
	<b>Recommended Textbooks</b> <ol style="list-style-type: none"> <li>“<b>Entrepreneurship: Successfully Launching New Ventures</b>” by Bruce R. Barringer &amp; Duane Ireland – Pearson</li> <li>“<b>Marketing Management</b>” by Philip Kotler – Pearson</li> <li>“<b>Feasibility Analysis for Entrepreneurs</b>” by Harold R. Bierman – South-Western</li> <li>“<b>Business Planning and Market Strategy</b>” by E.K. Valentin – Pearson</li> </ol>
	<b>Suggested Readings</b> <ol style="list-style-type: none"> <li>“<b>The Startup Owner’s Manual</b>” by Steve Blank – Wiley</li> <li>“<b>Marketing for Entrepreneurs</b>” by Frederick G. Crane – SAGE</li> <li><b>Harvard Business Review Articles</b> on feasibility, go-to-market strategy</li> <li><b>Startup India Toolkit</b> (Govt. of India) – Guidelines and templates for business feasibility</li> <li><b>Journals:</b> <ul style="list-style-type: none"> <li><i>Journal of Business Venturing</i></li> <li><i>International Journal of Project Management</i></li> <li><i>Journal of Marketing Research</i></li> </ul> </li> </ol>
	<b>Journal(s):</b> <ul style="list-style-type: none"> <li>Shane, S., &amp; Venkataraman, S. 2000. The Promise of Entrepreneurship as a Field of Research. <i>Academy of Management Review</i>, 25(1): 217-226.</li> <li>Shane, S. 2012. Reflections on the 2010 AMR Decade Award: Delivering on the Promise of Entrepreneurship as a Field of Research. <i>Academy of Management Review</i>, 37(1): 10-20.</li> <li>Murphy, P. J., Liao, J., &amp; Welsch, H. P. 2006. A conceptual history of entrepreneurial thought. <i>Journal of Management History</i>, 12(1): 12-35.</li> <li>de Jong, J. P. J., &amp; Marsili, O. 2015. The distribution of Schumpeterian and Kirznerian opportunities. <i>Small Business Economics</i>, 44(1): 19-35. Baron, R. A. 2006.</li> </ul> <b>a. Website(s): /Documentaries</b> <ul style="list-style-type: none"> <li>Bloomberg Game Changers (e.g. Zuckerberg, Brin &amp; Page; Jobs, Musk, etc.)</li> <li>4 Part Documentary Called “The Men Who Built America”</li> <li>“Shark Tank India” Inspirational series about the entrepreneurial path of 5 of the most admired</li> </ul>

	<p>business</p> <ul style="list-style-type: none"> <li>Entrepreneurs: Cornelius Vanderbilt (Railroads), John D. Rockefeller (Oil), Andrew Carnegie (Steel), J.P. Morgan (Banking) and H. Ford (Automobile).</li> </ul> <p><b>b. Coursera Courses</b></p> <ul style="list-style-type: none"> <li>C1: Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship <ul style="list-style-type: none"> <li><a href="https://www.coursera.org/learn/innovative-ideas">https://www.coursera.org/learn/innovative-ideas</a></li> </ul> </li> <li>C2: Innovation &amp; Entrepreneurship - From Basics to Open Innovation <ul style="list-style-type: none"> <li><a href="https://www.coursera.org/learn/open-innovation-entrepreneurship?specialization=value-creation-innovation">https://www.coursera.org/learn/open-innovation-entrepreneurship?specialization=value-creation-innovation</a></li> </ul> </li> </ul> <p><b>c. Case lets</b></p> <ul style="list-style-type: none"> <li>Manikutty, S., Vohra, Neharika. 2010. Aravind Eye Care System: Giving Them the Most Precious Gift, IIM Ahmedabad.</li> <li>Kalegaonkar, Lehigh &amp; Locke. 2009. Biocon India Group, MIT Management Sloan.</li> </ul>
	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Explain various aspects of the entrepreneurial process and trends in entrepreneurship.</li> <li>2. Interpret the sources of business opportunities and differentiate types of innovation</li> <li>3. Examine the process of new venture and the legal issues relating to entrepreneurial ventures</li> <li>4. Design and develop a business model and prepare a business Plan</li> <li>5. Appraise the entrepreneurship process in the family business and social enterprise</li> </ol>
<b>Semester 5</b>	<p><b>Scaling up the venture</b> <b>Code :- 23000020</b></p> <p><b>10 hrs</b></p>
	<p><b>Course Educational Objectives:</b></p> <ul style="list-style-type: none"> <li>Understand the concept, importance, and challenges of scaling ventures.</li> <li>Analyze different business models and strategies for growth.</li> <li>Evaluate resource allocation, team expansion, and leadership transitions during scaling.</li> <li>Formulate financial, operational, and market strategies to achieve scalability.</li> <li>Apply risk management techniques and exit strategy planning for scaled ventures.</li> </ul>
<b>Unit 1</b>	<p><b>Introduction to Scaling</b></p> <ul style="list-style-type: none"> <li>Meaning and importance of scaling</li> <li>Difference between growth and scaling</li> <li>Stages of venture growth</li> <li>Challenges faced by startups during scaling</li> <li>Case studies of scaled ventures</li> </ul>

<b>Unit 2</b>	<b>Strategic Planning for Growth</b> <ul style="list-style-type: none"> <li>• Business model evolution</li> <li>• Growth strategies (organic vs inorganic)</li> <li>• Market penetration and development</li> </ul>
<b>Unit 3</b>	<b>Financial Scaling</b> <ul style="list-style-type: none"> <li>• Financial planning for scaling</li> <li>• Fundraising for scale (Series A, B, C rounds)</li> <li>• Revenue models and unit economics</li> <li>• Managing cash flow during growth</li> </ul>
<b>Unit 4</b>	<b>Building Scalable Systems and Teams</b> <ul style="list-style-type: none"> <li>• Organizational structure during scale</li> <li>• Talent acquisition and retention</li> <li>• Delegation, leadership transition</li> <li>• Creating systems and processes for scale</li> </ul>
<b>Unit 5</b>	<b>Market Expansion and Customer Retention</b> <ul style="list-style-type: none"> <li>• Domestic and international expansion</li> <li>• Branding and customer loyalty</li> <li>• Using data and metrics for growth decisions</li> <li>• Technology and digital transformation</li> </ul>
	<b>Recommended Textbooks:</b> <ol style="list-style-type: none"> <li>1. <b>“Scaling Up: How a Few Companies Make It...and Why the Rest Don't”</b> by Verne Harnish</li> <li>2. <b>“Blitzscaling”</b> by Reid Hoffman &amp; Chris Yeh</li> <li>3. <b>“The Lean Scaleup”</b> by Frank Mattes</li> <li>4. <b>Harvard Business Review Case Studies on Scaling Startups</b></li> </ol>
	<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Journals: <i>Entrepreneurship Theory and Practice</i>, <i>Small Business Economics</i>, <i>Harvard Business Review</i></li> <li>• Reports: McKinsey &amp; Co., KPMG on Growth Strategy, NASSCOM Startup Reports</li> </ul>



<b>Semester 6</b>	<b>Idea to Minimum Viable Product CODE :- 23000021</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>• Understand the process of identifying, evaluating, and validating start-up ideas.</li> <li>• Apply design thinking and customer discovery methods to develop user-centric solutions.</li> <li>• Develop prototypes and MVPs to test product-market fit with early adopters.</li> <li>• Use lean startup principles to design business models and validate hypotheses.</li> <li>• Present a validated MVP along with key learning outcomes and pivot decisions.</li> </ul>	
<b>Unit 1</b>	<b>Idea Generation &amp; Opportunity Recognition</b> <ul style="list-style-type: none"> <li>• Characteristics of a good startup idea</li> <li>• Sources of innovation and ideation techniques</li> <li>• Identifying market gaps and user pain points</li> <li>• Screening and evaluating ideas</li> </ul>	
<b>Unit 2</b>	<b>Design Thinking &amp; Customer Discovery</b> <ul style="list-style-type: none"> <li>• Introduction to design thinking framework</li> <li>• Empathy mapping and user personas</li> <li>• Defining problem statements</li> <li>• Conducting interviews and observations</li> </ul>	
<b>Unit 3</b>	<b>Problem-Solution Fit</b> <ul style="list-style-type: none"> <li>• Formulating hypotheses and assumptions</li> <li>• Problem validation techniques</li> <li>• Creating value propositions</li> <li>• Early adopter identification</li> </ul>	
<b>Unit 4</b>	<b>MVP Development</b> <ul style="list-style-type: none"> <li>• Types of MVPs: Concierge, Wizard of Oz, Landing Page, etc.</li> <li>• Prototyping tools and low-code platforms</li> <li>• Building MVP with minimal features</li> <li>• Testing MVP with real users</li> </ul>	
<b>Unit 5</b>	<b>Product-Market Validation &amp; Iteration</b> <ul style="list-style-type: none"> <li>• Feedback collection methods</li> <li>• Metrics to measure traction and success (AARRR model)</li> <li>• Pivot vs. persevere decision-making</li> <li>• Iteration and refining MVP</li> </ul>	

	<p><b>Recommended Textbooks:</b></p> <ol style="list-style-type: none"> <li>1. <b>“The Lean Startup”</b> by Eric Ries</li> <li>2. <b>“Value Proposition Design”</b> by Alexander Osterwalder, Yves Pigneur</li> <li>3. <b>“Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days”</b> by Jake Knapp</li> <li>4. <b>“Testing Business Ideas”</b> by David J. Bland &amp; Alex Osterwalder</li> </ol>
	<p><b>Suggested Readings:</b></p> <ul style="list-style-type: none"> <li>• Journals: <i>International Journal of Innovation Management</i>, <i>MIT Sloan Management Review</i>, <i>Harvard Business Review</i></li> <li>• Tools: Miro, Canva, Figma, Bubble, Glide, Notion, Typeform</li> </ul>

<b>Semester 7</b>	<b>Managing innovation &amp; IPR for entrepreneurs</b> <b>CODE :- 23000022</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>• Understand the role of innovation in entrepreneurship and the innovation management process.</li> <li>• Identify different types of intellectual property and their strategic value to startups.</li> <li>• Apply procedures for protecting IP including patents, copyrights, trademarks, and designs.</li> <li>• Analyze case studies on IP commercialization, licensing, and enforcement.</li> <li>• Develop strategies to integrate innovation and IP into business models for competitive advantage.</li> </ul>	
<b>Unit 1</b>	<b>Innovation in Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Innovation vs Invention</li> <li>• Types and sources of innovation</li> <li>• Innovation life cycle</li> <li>• Models of innovation (open, closed, disruptive)</li> </ul>	
<b>Unit 2</b>	<b>Intellectual Property Rights – An Overview</b> <ul style="list-style-type: none"> <li>• Importance of IPR for startups</li> <li>• Types of IP: Patent, Copyright, Trademark, Industrial Design, Trade Secret</li> <li>• Criteria for protection</li> <li>• National &amp; international IPR institutions (WIPO, IP India, etc.)</li> </ul>	
<b>Unit 3</b>	<b>Patent System and Filing Process</b> <ul style="list-style-type: none"> <li>• Patentable subject matter</li> <li>• Patent search and databases</li> <li>• Drafting, filing, prosecution, and grant procedure</li> <li>• Patent Cooperation Treaty (PCT)</li> <li>• Patent infringement and opposition</li> </ul>	
<b>Unit 4</b>	<b>Trademark, Copyright, and Design Protection</b> <ul style="list-style-type: none"> <li>• Trademark registration and classification</li> <li>• Copyright and authorship rights</li> <li>• Design and aesthetic protection</li> <li>• Duration, renewal, and enforcement</li> <li>• Differences between each IPR</li> </ul>	
<b>Unit 5</b>	<b>IP Commercialization and Strategy</b> <ul style="list-style-type: none"> <li>• Licensing and assignment</li> <li>• IP as a business asset</li> </ul>	

	<ul style="list-style-type: none"> <li>• Technology transfer and IP valuation</li> <li>• IP auditing and portfolio management</li> <li>• Startups, incubators, and IPR</li> </ul>
<b>Unit 6</b>	<b>Innovation Strategy &amp; IP Integration</b> <ul style="list-style-type: none"> <li>• Strategic innovation management</li> <li>• IP in business models and pitch decks</li> <li>• Open innovation &amp; collaborative IP</li> <li>• Case studies: Apple, Tesla, Biocon, etc.</li> </ul>
	<b>Recommended Textbooks:</b> <ol style="list-style-type: none"> <li>1. <b>“Managing Innovation”</b> by Joe Tidd &amp; John Bessant</li> <li>2. <b>“Intellectual Property Rights: Unleashing the Knowledge Economy”</b> by Prabuddha Ganguli</li> <li>3. <b>“Intellectual Property Rights for Entrepreneurs”</b> by Anshul Sharma</li> <li>4. <b>WIPO IP Handbook</b> (freely available from WIPO website)</li> </ol>
	<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Journals: <i>Journal of Intellectual Property Rights (CSIR-NIScPR)</i>, <i>Research Policy</i>, <i>Harvard Business Review</i></li> <li>• Tools: IP India portal, Google Patents, WIPO Lex, Espacenet</li> <li>• Reports: NITI Aayog Startup IP Framework, DPIIT guidelines for IP in incubation centers</li> </ul>

<b>Semester 8</b>	<b>Startup Project CODE :- 23000024</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Identify viable business opportunities based on market needs and personal competencies.</li> <li>Conduct detailed feasibility studies (technical, market, financial, and organizational).</li> <li>Develop a comprehensive business model and value proposition.</li> <li>Apply innovation, design thinking, and prototyping to develop a minimum viable product (MVP).</li> <li>Pitch a startup idea to stakeholders through effective presentation, documentation, and validation techniques.</li> </ul>	
<b>Unit 1</b>	<b>Startup Opportunity Identification</b> <ul style="list-style-type: none"> <li>Introduction to entrepreneurship and startups</li> <li>Identifying pain points, market gaps, and customer needs</li> <li>Techniques: Design Thinking, SCAMPER, Trend Analysis</li> <li>Team formation and role allocation</li> </ul>	
<b>Unit 2</b>	<b>Feasibility Analysis</b> <ul style="list-style-type: none"> <li>Technical, financial, market, and organizational feasibility</li> <li>Business environment scanning (PESTEL, SWOT)</li> <li>Customer discovery and validation</li> <li>MVP concept and assumptions testing</li> </ul>	
<b>Unit 3</b>	<b>Business Model Development</b> <ul style="list-style-type: none"> <li>Introduction to Business Model Canvas</li> <li>Value proposition design</li> <li>Revenue models, cost structures</li> <li>Competitive analysis</li> </ul>	
<b>Unit 4</b>	<b>Product Development &amp; MVP Creation</b> <ul style="list-style-type: none"> <li>Prototype development and testing</li> <li>Design thinking and user feedback</li> <li>Lean startup methodology</li> <li>Iteration and refinement of the solution</li> </ul>	
<b>Unit 5</b>	<b>Go-to-Market &amp; Pitching</b> <ul style="list-style-type: none"> <li>Branding and marketing strategies</li> <li>Go-to-market plan and customer acquisition</li> <li>Preparing pitch deck and financials</li> <li>Presentation to mentors/investors/incubators</li> </ul>	

	<p><b>Recommended Textbooks</b></p> <ol style="list-style-type: none"> <li>1. <i>The Startup Owner's Manual</i> – Steve Blank</li> <li>2. <i>Business Model Generation</i> – Alexander Osterwalder &amp; Yves Pigneur</li> <li>3. <i>Running Lean</i> – Ash Maurya</li> <li>4. <i>Design a Better Business</i> – Patrick Van Der Pijl</li> </ol>
	<p><b>Suggested Readings &amp; Tools</b></p> <ul style="list-style-type: none"> <li>• <i>Harvard Business Review</i> on Startups and Innovation</li> <li>• <i>Lean Startup</i> by Eric Ries</li> <li>• <i>Wadhvani Foundation NEN Modules</i></li> <li>• <i>Startup India Toolkit</i></li> <li>• Business Model Canvas Tool – <a href="http://strategyzer.com">strategyzer.com</a></li> <li>• Canva, Figma (for prototyping), Google Forms (for validation)</li> </ul>

# **Swarnnim Startup and Innovation University**

## **IE Course on BPT**

**AY 2017-18 onwards**

### **1<sup>st</sup> Year**

#### **Course- Introduction to Innovation and Entrepreneurship**

**Subject code- 63011106**

Course Description: This course provides an overview of the essential aspects of entrepreneurship, equipping students with the knowledge and skills required to identify opportunities, develop innovative business models, and launch successful ventures. The course combines theoretical lectures with practical sessions, enabling students to gain hands-on experience in developing their entrepreneurial projects.

#### **Learning Objectives**

Students of this course should be able to:

- Understand fundamental concepts and principles of entrepreneurship, including opportunity recognition and value creation.
- Develop an entrepreneurial mindset and skills that will enable them to identify, evaluate, and pursue viable business opportunities with confidence.
- Formulate comprehensive financial plans and understanding funding sources
- Understand Business Model, its importance and Go to Market Strategy
- Understand importance of relationship building with investors and how to negotiate with investor

#### **Unit 1: Introduction to Entrepreneurship and Entrepreneurial Mindset**

Understanding Entrepreneurship: Concepts and Importance, why be an entrepreneur? Traits of Successful Entrepreneurs, Types of Entrepreneurs (entrepreneurs as leaders), Importance of Entrepreneurship in India, resource management

#### **Unit 2: Foundations of Creativity and Innovation**

Foundations of Creativity and Innovations, Creative thinking process, developing a creative mindset, and overcoming creative blocks. Types of Innovation: Incremental, Disruptive, and Radical. The Innovation Process: from idea to execution, managing risk and uncertainty in innovation, measuring innovation success. Creativity and Idea Generation Exercises, such as brainstorming, SCAMPER, and Random word association, as well as Exploring Types of Innovation through Case Studies.

#### **Unit 3: Business Opportunities Identification**

Identifying, Evaluating Business Opportunities and Generating Ideas, Concept of Empathy and Design Thinking, Identifying opportunities for social entrepreneurship. Feasibility & Viability Analysis, Difference between business Idea and business opportunities, Business environment

#### **Unit 4: Business Models & Go-to-Market**

Introduction to Business Models and Business Model Canvas, Lean Business model and its key components, Importance of business model, Different Types of Business Model, Competitive Analysis and Market Positioning, Go-to-Market and Pricing Strategies,

#### **Unit5: Innovate and Iterate: The Power of Lean Startups**

Overview of the Lean Startup Methodology and its Principles, Understanding the concepts like Split Testing, Minimum Viable Product (MVP), Designing market scenarios to test hypotheses, analysing results, and making data-driven decisions,

#### **Unit6: Fundraising Strategies and Sources**

Introduction to Fundraising for Entrepreneurs, Bootstrapping and Self-Financing, Financial Planning and Budgeting for Entrepreneurs, Cash Flow Management and Working Capital Optimization

#### **Unit 7: Crowdfunding and Alternative Financing**

Crowdfunding: Types, Platforms, and Best Practices, Peer-to-Peer Lending, Microfinancing, Strategic Partnerships and Joint Ventures, Social Impact Investing and Corporate Social Responsibility

#### **Unit 8: Investor Relations and Communications**

Building and Maintaining Investor Relationships, Effective Communication Strategies for Investors, Reporting Financial Performance and Progress, Navigating Difficult Conversations and Negotiations.

### **Recommended Textbooks**

1. Baron, R. A., & Shane, S. A. (2008). Entrepreneurship: A process perspective. Cengage Learning.
2. Gupta, V. K., & Batra, S. (2016). Entrepreneurship: New Venture Creation (1<sup>st</sup> ed.). Pearson.
3. Neck, H. M., Neck, C. P., & Murray, E. L. (2017). Entrepreneurship: The practice and mindset. SAGE Publications
4. Dweck, C. S. (2006). Mindset: The new psychology of success. Ballantine Books
5. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.
6. Bornstein, David. (2003). How to change the world : social entrepreneurs and the power of new ideas. Oxford ; New York : Oxford University Press.

### **Suggested Readings**

1. Shane, S. A. (2003). A general theory of entrepreneurship: The individual opportunity nexus. Edward Elgar Publishing.
2. Sarasvathy, S. D. (2009). Effectuation: Elements of entrepreneurial expertise. Edward Elgar Publishing.



## **2<sup>nd</sup> Year**

### **Project Feasibility and Marketing Skills**

#### **Course Educational Objectives:**

- Understand the fundamental concepts and importance of project feasibility in entrepreneurship.
- Evaluate different types of feasibility studies including technical, financial, market, and organizational.
- Analyze the role of marketing research in business idea validation and customer segmentation.
- Apply practical marketing skills such as product positioning, pricing, and promotion for new ventures.

Develop a feasibility report and basic marketing plan for a proposed product/service idea.

#### **Unit 1 Introduction to Project Feasibility**

- Definition and Importance of Project Feasibility
- Components of a Feasibility Study
- Role of Entrepreneurs and Managers in Feasibility Analysis

#### **Unit 2 Types of Feasibility Studies**

- Technical Feasibility: Resources, Technology, Location
- Financial Feasibility: Cost Estimation, Break-even Analysis, ROI
- Market Feasibility: Demand-Supply Analysis, Competitor Analysis
- Business Model, Resource Availability

#### **Unit 3 Market Research and Analysis**

- Market Research Methods: Surveys, Interviews, Secondary Data
- SWOT & PESTLE Analysis for Project Feasibility
- Consumer Behavior and Market Trends

#### **Unit 4 Financial Planning and Risk Analysis**

- Budgeting and Cost Control
- Funding Sources: Bank Loans, Angel Investors, Crowdfunding
- Risk Assessment and Contingency Planning

#### **Unit 5 Marketing Skills for Project Success**

- Marketing Strategies: Product Positioning, Branding, Pricing
- Digital Marketing: Social Media, SEO, Email Marketing
- Sales & Negotiation Techniques for Business Development

### **Recommended Textbooks**

1. **“Entrepreneurship: Successfully Launching New Ventures”** by Bruce R. Barringer & Duane Ireland – Pearson
2. **“Marketing Management”** by Philip Kotler – Pearson
3. **“Feasibility Analysis for Entrepreneurs”** by Harold R. Bierman – South-Western
4. **“Business Planning and Market Strategy”** by E.K. Valentin – Pearson

## Suggested Readings

1. **“The Startup Owner’s Manual”** by Steve Blank – Wiley
2. **“Marketing for Entrepreneurs”** by Frederick G. Crane – SAGE
3. **Harvard Business Review Articles** on feasibility, go-to-market strategy
4. **Startup India Toolkit** (Govt. of India) – Guidelines and templates for business feasibility
5. **Journals:**
  - *Journal of Business Venturing*
  - *International Journal of Project Management*
  - *Journal of Marketing Research*

## 3<sup>rd</sup> Year

### IDEA TO MINIMUM VIABLE PRODUCT

**CODE: - 23000021**

#### Course Educational Objectives:

- Understand the process of identifying, evaluating, and validating start-up ideas.
- Apply design thinking and customer discovery methods to develop user-centric solutions.
- Develop prototypes and MVPs to test product-market fit with early adopters.
- Use lean startup principles to design business models and validate hypotheses.
- Present a validated MVP along with key learning outcomes and pivot decisions.

#### Unit 1

#### Idea Generation & Opportunity Recognition

- Characteristics of a good startup idea
- Sources of innovation and ideation techniques
- Identifying market gaps
- Screening and evaluating ideas

#### Unit 2

#### Design Thinking & Customer Discovery

- Introduction to design thinking framework
- Empathy mapping and user personas
- Defining problem statements
- Conducting interviews and observations

#### Unit 3

#### Problem-Solution Fit

- Formulating hypotheses and assumptions
- Problem validation techniques
- Creating value propositions
- Early adopter identification

## **Unit 4 MVP Development**

- Types of MVPs,
- Prototyping tools
- Building MVP with minimal features
- Testing MVP with real users

## **Unit 5 Product-Market Validation & Iteration**

- Feedback collection methods
- Metrics to measure traction and success (AARRR model)
- Pivot vs. persevere decision-making
- Iteration and refining MVP

### **Recommended Textbooks:**

1. **“The Lean Startup”** by Eric Ries
2. **“Value Proposition Design”** by Alexander Osterwalder, Yves Pigneur
3. **“Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days”** by Jake Knapp
4. **“Testing Business Ideas”** by David J. Bland & Alex Osterwalder

### **Suggested Readings:**

- Journals: *International Journal of Innovation Management*, *MIT Sloan Management Review*, *Harvard Business Review*
- Tools: Miro, Canva, Figma, Bubble, Glide, Notion, Typeform

**4th Year**

## **STARTUP PROJECT**

**CODE: - 23000024**

### **Course Educational Objectives:**

- Identify viable business opportunities based on market needs and personal competencies.
- Conduct detailed feasibility studies (technical, market, financial, and organizational).
- Develop a comprehensive business model and value proposition.
- Apply innovation, design thinking, and prototyping to develop a minimum viable product (MVP).
- Pitch a startup idea to stakeholders through effective presentation, documentation, and validation techniques.

### **Unit 1      Startup Opportunity Identification**

- Introduction to entrepreneurship and startups
- Identifying pain points, market gaps, and customer needs
- Techniques: Design Thinking, Trend Analysis

### **Unit 2      Feasibility Analysis**

- Technical, financial, market, and organizational feasibility
- Business environment scanning (PESTEL, SWOT)
- Customer discovery and validation
- MVP concept and assumptions testing

### **Unit 3      Business Model Development**

- Introduction to Business Model Canvas
- Value proposition design
- Revenue models, cost structures
- Competitive analysis

### **Unit 4      Product Development & MVP Creation**

- Prototype development and testing
- Design thinking and user feedback
- Lean startup methodology
- Iteration and refinement of the solution

### **Unit 5      Branding & Pitching**

- Branding and marketing strategies
- Preparing pitch deck and financials
- Presentation to mentors/investors/incubators

## Recommended Textbooks

1. *The Startup Owner's Manual* – Steve Blank
2. *Business Model Generation* – Alexander Osterwalder & Yves Pigneur
3. *Running Lean* – Ash Maurya
4. *Design a Better Business* – Patrick Van Der Pijl

## Suggested Readings & Tools

- *Harvard Business Review* on Startups and Innovation
- *Lean Startup* by Eric Ries
- *Wadhvani Foundation NEN Modules*
- *Startup India Toolkit*
- Business Model Canvas Tool – [strategyzer.com](https://strategyzer.com)
- Canva, Figma (for prototyping), Google Forms (for validation)

# **Swarnnim Startup and Innovation University**

## **IE Course on BHMS (2017-18)**

### **1<sup>st</sup> Year**

#### **Course- Introduction to Innovation and Entrepreneurship**

#### **Subject code- 73011104**

Course Description: This course provides an overview of the essential aspects of entrepreneurship, equipping students with the knowledge and skills required to identify opportunities, develop innovative business models, and launch successful ventures. The course combines theoretical lectures with practical sessions, enabling students to gain hands-on experience in developing their entrepreneurial projects.

#### **Learning Objectives**

Students of this course should be able to:

- Understand fundamental concepts and principles of entrepreneurship, including opportunity recognition and value creation.
- Develop an entrepreneurial mindset and skills that will enable them to identify, evaluate, and pursue viable business opportunities with confidence.
- Formulate comprehensive financial plans and understanding funding sources
- Understand importance of relationship building with investors and how to negotiate with investor

#### **Unit 1: Introduction to Entrepreneurship and Entrepreneurial Mindset**

Understanding Entrepreneurship: Concepts and Importance, why be an entrepreneur? Traits of Successful Entrepreneurs, Types of Entrepreneurs (entrepreneurs as leaders), Importance of Entrepreneurship in India, resource management, Entrepreneurial Mindset, Introduction to Entrepreneurial Mindset, Key Dimensions of Entrepreneurial Mindset, and its role in Entrepreneurial Success.

#### **Unit 2: Foundations of Creativity and Innovation**

Foundations of Creativity and Innovations, Creative thinking process, developing a creative mindset, and overcoming creative blocks. Types of Innovation: Incremental, Disruptive, and Radical. The Innovation Process: from idea to execution, managing risk and uncertainty in innovation, measuring innovation success. Creativity and Idea Generation Exercises, such as brainstorming, SCAMPER, and Random word association, as well as Exploring Types of Innovation through Case Studies.

#### **Unit 3: Business Opportunities Identification**

Identifying, Evaluating Business Opportunities and Generating Ideas, Concept of Empathy and Design Thinking, Identifying opportunities for social entrepreneurship. Feasibility & Viability Analysis, Difference between business Idea and business opportunities, Business environment

#### **Unit 4: Innovate and Iterate: The Power of Lean Startups**

Overview of the Lean Startup Methodology and its Principles, Understanding the concepts like Split Testing, Pivot, Business-Measure-Learn (BML) and Minimum Viable Product (MVP), Designing market scenarios to test hypotheses, analysing results, and making data-driven decisions,

#### **Unit 5: Fundraising Strategies and Sources**

Introduction to Fundraising for Entrepreneurs, Bootstrapping and Self-Financing, Financial Planning and Budgeting for Entrepreneurs, Cash Flow Management and Working Capital Optimization

#### **Unit 6: Crowdfunding and Alternative Financing**

Crowdfunding: Types, Platforms, and Best Practices, Peer-to-Peer Lending, Microfinancing, Strategic Partnerships and Joint Ventures, Social Impact Investing and Corporate Social Responsibility

## **Unit 7: Investor Relations and Communications**

Building and Maintaining Investor Relationships, Effective Communication Strategies for Investors, Reporting Financial Performance and Progress, Navigating Difficult Conversations and Negotiations .

### **Recommended Textbooks**

1. Baron, R. A., & Shane, S. A. (2008). Entrepreneurship: A process perspective. Cengage Learning.
2. Gupta, V. K., & Batra, S. (2016). Entrepreneurship: New Venture Creation (1<sup>st</sup> ed.). Pearson.
3. Neck, H. M., Neck, C. P., & Murray, E. L. (2017). Entrepreneurship: The practice and mindset. SAGE Publications
4. Dweck, C. S. (2006). Mindset: The new psychology of success. Ballantine Books
5. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.
6. Bornstein, David. (2003). How to change the world : social entrepreneurs and the power of new ideas. Oxford ; New York : Oxford University Press.

### **Suggested Readings**

1. Shane, S. A. (2003). A general theory of entrepreneurship: The individual opportunity nexus. Edward Elgar Publishing.
2. Sarasvathy, S. D. (2009). Effectuation: Elements of entrepreneurial expertise. Edward Elgar Publishing.

## **2<sup>nd</sup> Year**

### **Project Feasibility and Marketing Skills**

**Code: 73011205**

#### **Course Educational Objectives:**

- Understand the fundamental concepts and importance of project feasibility in entrepreneurship.
- Evaluate different types of feasibility studies including technical, financial, market, and organizational.
- Analyze the role of marketing research in business idea validation and customer segmentation.
- Apply practical marketing skills such as product positioning, pricing, and promotion for new ventures.
- Develop a feasibility report and basic marketing plan for a proposed product/service idea.

#### **Unit 1 Introduction to Project Feasibility**

- Definition and Importance of Project Feasibility
- Components of a Feasibility Study
- Role of Entrepreneurs and Managers in Feasibility Analysis

#### **Unit 2 Types of Feasibility Studies**

- Technical Feasibility: Resources, Technology, Location
- Financial Feasibility: Cost Estimation, Break-even Analysis, ROI
- Market Feasibility: Demand-Supply Analysis, Competitor Analysis

#### **Unit 3 Market Research and Analysis**

- Market Research Methods: Surveys, Interviews, Secondary Data
- SWOT & PESTLE Analysis for Project Feasibility
- Consumer Behavior and Market Trends

#### **Unit 4 Financial Planning and Risk Analysis**

- Budgeting and Cost Control
- Funding Sources: Bank Loans, Angel Investors, Crowdfunding
- Risk Assessment and Contingency Planning

#### **Unit 5 Marketing Skills for Project Success**

- Marketing Strategies: Product Positioning, Branding, Pricing
- Digital Marketing: Social Media, SEO, Email Marketing
- Sales & Negotiation Techniques for Business Development

#### **Recommended Textbooks**

1. **“Entrepreneurship: Successfully Launching New Ventures”** by Bruce R. Barringer & Duane Ireland – Pearson
2. **“Marketing Management”** by Philip Kotler – Pearson
3. **“Feasibility Analysis for Entrepreneurs”** by Harold R. Bierman – South-Western
4. **“Business Planning and Market Strategy”** by E.K. Valentin – Pearson

#### **Suggested Readings**

1. **“The Startup Owner’s Manual”** by Steve Blank – Wiley
2. **“Marketing for Entrepreneurs”** by Frederick G. Crane – SAGE
3. **Harvard Business Review Articles** on feasibility, go-to-market strategy
4. **Startup India Toolkit** (Govt. of India) – Guidelines and templates for business feasibility



### **3<sup>rd</sup> Year**

## **IDEA TO MINIMUM VIABLE PRODUCT**

**CODE: - 73011306**

### **Course Educational Objectives:**

- Understand the process of identifying, evaluating, and validating start-up ideas.
- Apply customer discovery methods to develop user-centric solutions.
- Develop prototypes and MVPs to test product-market fit with early adopters.
- Present a validated MVP along with key learning outcomes and pivot decisions.

#### **Unit 1      Idea Generation & Opportunity Recognition**

- Characteristics of a good startup idea
- Sources of innovation and ideation techniques
- Identifying market gaps and user pain points
- Screening and evaluating ideas

#### **Unit 2      Customer Discovery**

- Defining problem statements
- Conducting interviews and observations

#### **Unit 3      Problem-Solution Fit**

- Formulating hypotheses and assumptions
- Problem validation techniques
- Creating value propositions
- Early adopter identification

#### **Unit 4      MVP Development**

- Types of MVPs: Concierge, Wizard of Oz, Landing Page, etc.
- Prototyping tools and low-code platforms
- Building MVP with minimal features
- Testing MVP with real users

#### **Unit 5      Product-Market Validation & Iteration**

- Feedback collection methods
- Metrics to measure traction and success (AARRR model)
- Pivot vs. persevere decision-making
- Iteration and refining MVP

### **Recommended Textbooks:**

1. **“The Lean Startup”** by Eric Ries
2. **“Value Proposition Design”** by Alexander Osterwalder, Yves Pigneur
3. **“Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days”** by Jake Knapp
4. **“Testing Business Ideas”** by David J. Bland & Alex Osterwalder

## 4th Year

# STARTUP PROJECT

**CODE: - 73011407**

### Course Educational Objectives:

- Identify viable business opportunities based on market needs and personal competencies.
- Conduct detailed feasibility studies (technical, market, financial, and organizational).
- Develop a comprehensive business model and value proposition.
- Apply innovation, design thinking, and prototyping to develop a minimum viable product (MVP).
- Pitch a startup idea to stakeholders through effective presentation, documentation, and validation techniques.

#### **Unit 1      Startup Opportunity Identification**

- Introduction to entrepreneurship and startups
- Identifying pain points, market gaps, and customer needs
- Techniques: Design Thinking, SCAMPER, Trend Analysis
- Team formation and role allocation

#### **Unit 2      Feasibility Analysis**

- Technical, financial, market, and organizational feasibility
- Business environment scanning (PESTEL, SWOT)
- Customer discovery and validation
- MVP concept and assumptions testing

#### **Unit 3      Business Model Development**

- Introduction to Business Model Canvas
- Value proposition design
- Revenue models, cost structures
- Competitive analysis

#### **Unit 4      Product Development & MVP Creation**

- Prototype development and testing
- Design thinking and user feedback
- Lean startup methodology
- Iteration and refinement of the solution

#### **Unit 5      Go-to-Market & Pitching**

- Branding and marketing strategies
- Go-to-market plan and customer acquisition
- Preparing pitch deck and financials
- Presentation to mentors/investors/incubators

### Recommended Textbooks

1. *The Startup Owner's Manual* – Steve Blank
2. *Business Model Generation* – Alexander Osterwalder & Yves Pigneur
3. *Running Lean* – Ash Maurya
4. *Design a Better Business* – Patrick Van Der Pijl

### Suggested Readings & Tools

- *Harvard Business Review* on Startups and Innovation
- *Lean Startup* by Eric Ries

**2018-19**

**IE SYLLABUS**

<b>4 years Course</b>	<b>Innovation &amp; Entrepreneurship AY 2018-19 Onwards</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>(Semester wise) SIT, SID</b>		<b>2</b>	<b>1</b>	<b>0</b>	<b>2.5</b>

**Course Description:**

The process of converting ideas into a viable business proposition is a critical factor in today's economy. Entrepreneurship is a structured and dynamic process that involves creativity, risks, and meticulous planning. This course aims to lay a foundation and basic understanding of the Entrepreneurial framework and develop the competency to think and act entrepreneurially. Entrepreneurship in practice involves acquiring the necessary skills, competencies, and action-based activities.

<b>Semester 1</b>	<b>Introduction to entrepreneurship</b>  <b>CODE :- 23000007</b>	<b>8 hrs</b>
	<p><b>Course Educational Objectives:</b> This course aims to enable the students to know how the innovations, opportunities, and ideas convert into a new business.</p> <ul style="list-style-type: none"> <li>▪ To know various theories of entrepreneurship and trends.</li> <li>▪ To generate new business ideas from various sources.</li> <li>▪ To identify various issues and challenges in starting a new venture.</li> <li>▪ To know the elements of a business plan and designing a business model.</li> <li>▪ To compare and contrast the entrepreneurship practices in the family business and social enterprise.</li> </ul>	
<b>Unit 1</b>	<p><b>Introduction to Entrepreneurship:</b> Meaning, Role of Entrepreneur, Entrepreneurial Process: different approaches, Motivation for becoming an entrepreneur: Maslow's theory, Herzberg's theory, McGregor theory, McClelland's Need-achievement theory Importance of Entrepreneurship, Functions of an Entrepreneur, Types of Entrepreneurs, <b>entrepreneurial education and entrepreneurial mind</b>, Intrapreneurship (Corporate Entrepreneurship, Entrepreneurship and Startup)</p>	
<b>Unit 2</b>	<p><b>Characteristics or traits of successful entrepreneurs and myths related to entrepreneurship.</b> Characteristics or traits of successful entrepreneurs, need for studying success characteristics / traits of entrepreneurs, how to develop successful characteristics/traits of entrepreneur and myths related to entrepreneurship.</p>	
<b>Unit 3</b>	<p><b>Cognitive foundations of entrepreneurship-</b> Human cognition: its basic nature- and important limitations, Creativity and innovation: ideas to reality, The founder, Recruitment and selection of key employees, the role of board of directors, Board of advisers, lenders and Investors, other professionals.</p>	

<b>Unit 4</b>	<b>Innovation &amp; Value creation:</b> Meaning, different types of innovation, Analysing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation, School of Innovation, Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship, Participation for Innovation, Co-creation for Innovation	
<b>Semester: 2</b>	<b>Preparing Wider Horizon for Entrepreneurship</b>	<b>10 hrs</b>
	<b>CODE:- 23000013</b>	
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Understand the nature and sources of entrepreneurial opportunities and the factors influencing opportunity recognition.</li> <li>Apply structured techniques like brainstorming, focus groups, and Six Thinking Hats to generate innovative business ideas.</li> <li>Evaluate the viability of a business idea using various types of feasibility analysis.</li> <li>Analyze and design appropriate business models using tools like Business Model Canvas and value propositions.</li> <li>Conduct market research effectively using sampling, questionnaire design, and data analysis for informed decision-making.</li> </ul>	
<b>Unit 1</b>	<b>Opportunities: Their nature, discovery, and Creation: -</b> Opportunities: Their basic nature, opportunities: Discovered, created, or both, Opportunities: The role of information, experience and social network- The role of information in opportunity recognition, The role of experience and social networks in opportunity recognition, how entrepreneurs can become skilled at recognizing opportunities	
<b>Unit 2</b>	<b>Business Idea and Startup-</b> Meaning, sources of business ideas, techniques for idea generation like brain storming, focus group, characteristics of brilliant business ideas,	
<b>Unit 3</b>	<b>Feasibility Analysis –</b> Is the opportunity worth pursuing? Concept of feasibility analysis, types of feasibility analysis: product/service feasibility, industry/target market feasibility, organizational feasibility, financial feasibility, entrepreneur feasibility, role of feasibility analysis in developing business idea.	
<b>Unit 4</b>	<b>Business Model-</b> Introduction to business model, Types of business model, Developing and testing a business model, Business modelling process, Business model canvas, Business Models and value proposition, Business Model Failure: Reasons and Remedies Reinventing business model	
<b>Unit 5</b>	<b>Market Research:</b> Introduction, Need of market research, Market research process, Data collection sources and methods, Questionnaire designing, Sampling, Data analysis and interpretation, Report writing	
	<b>Recommended Textbooks</b>  1. “Entrepreneurship” by Robert D. Hisrich, Michael Peters & Dean Shepherd – McGraw Hill	

	<ol style="list-style-type: none"> <li>2. <b>“Innovation and Entrepreneurship”</b> by Peter F. Drucker – Harper Business</li> <li>3. <b>“Business Model Generation”</b> by Alexander Osterwalder &amp; Yves Pigneur – Wiley</li> <li>4. <b>“Entrepreneurship Development”</b> by S.S. Khanka – S. Chand Publishing</li> <li>5. <b>“Market Research”</b> by Naresh K. Malhotra – Pearson</li> </ol>
	<p><b>Suggested Readings</b></p> <ol style="list-style-type: none"> <li>1. <b>“Effectual Entrepreneurship”</b> by Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank – Routledge</li> <li>2. <b>“Discovering the Soul of Service”</b> by Leonard L. Berry – Free Press</li> <li>3. <b>Harvard Business Review Articles</b> on entrepreneurship and opportunity recognition</li> <li>4. <b>Journals:</b> <ul style="list-style-type: none"> <li>○ <i>Journal of Business Venturing</i></li> <li>○ <i>Small Business Economics</i></li> <li>○ <i>Entrepreneurship Theory and Practice</i></li> <li>○ <i>International Journal of Market Research</i></li> </ul> </li> </ol>

<b>Semester 3</b>	<b>Entrepreneurial motivation Code :- 23000014</b>	<b>6 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Define entrepreneurship and identify the characteristics, roles, and types of entrepreneurs.</li> <li>Understand the motivational factors that influence entrepreneurial behavior and target-setting.</li> <li>Analyze the role of personal traits like confidence, leadership, and communication in entrepreneurial success.</li> <li>Examine real-life case studies of successful and failed startups across different sectors.</li> </ul>	
<b>Unit 1</b>	Entrepreneurship – Definition, Characteristics and importance, Types and functions of an Entrepreneur, merits of a good entrepreneur/motivational factors of entrepreneurship.	
<b>Unit 2</b>	a) Motivation to achieve targets and establishment of ideas, setting targets and facing challenges. Resolving problems and creativity sequenced and guiding capacity, Development of self confidence. (b) Communication skills, capacity to influence, leadership.	
<b>Unit 3</b>	<b>Cases of different successful start-up cases</b> Video cases discussions in the class room Agriculture, Healthcare, Fin Tech; Medical etc. these cases must be discussed thoroughly in classroom.	
<b>4<sup>th</sup> Semester</b>	<b>Project feasibility &amp; Marketing skills CODE :- 23000017</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Understand the fundamental concepts and importance of project feasibility in entrepreneurship.</li> <li>Evaluate different types of feasibility studies including technical, financial, market, and organizational.</li> <li>Analyze the role of marketing research in business idea validation and customer segmentation.</li> <li>Apply practical marketing skills such as product positioning, pricing, and promotion for new ventures.</li> </ul>	
<b>Unit 1</b>	<b>Introduction to Project Feasibility</b> <ul style="list-style-type: none"> <li>Definition and Importance of Project Feasibility</li> <li>Components of a Feasibility Study</li> <li>Role of Entrepreneurs and Managers in Feasibility Analysis</li> </ul>	
<b>Unit 2</b>	<b>Types of Feasibility Studies</b> <ul style="list-style-type: none"> <li>Technical Feasibility: Resources, Technology, Location</li> <li>Financial Feasibility: Cost Estimation, Break-even Analysis, ROI</li> <li>Market Feasibility: Demand-Supply Analysis, Competitor Analysis</li> </ul>	
<b>Unit 3</b>	<b>Market Research and Analysis</b> <ul style="list-style-type: none"> <li>Market Research Methods: Surveys, Interviews, Secondary Data</li> <li><b>SWOT &amp; PESTLE Analysis for Project Feasibility</b></li> </ul>	

	<ul style="list-style-type: none"> <li>• Consumer Behavior and Market Trends</li> </ul>
<b>Unit 4</b>	<b>Financial Planning and Risk Analysis</b> <ul style="list-style-type: none"> <li>• Budgeting and Cost Control</li> <li>• Funding Sources: Bank Loans, Angel Investors, Crowdfunding</li> <li>• Risk Assessment and Contingency Planning</li> </ul>
<b>Unit 5</b>	<b>Marketing Skills for Project Success</b> <ul style="list-style-type: none"> <li>• Marketing Strategies: Product Positioning, Branding, Pricing</li> <li>• Digital Marketing: Social Media, SEO, Email Marketing</li> <li>• Sales &amp; Negotiation Techniques for Business Development</li> </ul>
	<b>Recommended Textbooks</b> <ol style="list-style-type: none"> <li>1. <b>“Entrepreneurship: Successfully Launching New Ventures”</b> by Bruce R. Barringer &amp; Duane Ireland – Pearson</li> <li>2. <b>“Marketing Management”</b> by Philip Kotler – Pearson</li> <li>3. <b>“Feasibility Analysis for Entrepreneurs”</b> by Harold R. Bierman – South-Western</li> <li>4. <b>“Business Planning and Market Strategy”</b> by E.K. Valentin – Pearson</li> </ol>
	<b>Suggested Readings</b> <ol style="list-style-type: none"> <li>1. <b>“The Startup Owner’s Manual”</b> by Steve Blank – Wiley</li> <li>2. <b>“Marketing for Entrepreneurs”</b> by Frederick G. Crane – SAGE</li> <li>3. <b>Harvard Business Review Articles</b> on feasibility, go-to-market strategy</li> <li>4. <b>Startup India Toolkit</b> (Govt. of India) – Guidelines and templates for business feasibility</li> <li>5. <b>Journals:</b> <ul style="list-style-type: none"> <li>○ <i>Journal of Business Venturing</i></li> <li>○ <i>International Journal of Project Management</i></li> <li>○ <i>Journal of Marketing Research</i></li> </ul> </li> </ol>
	<b>Journal(s):</b> <ul style="list-style-type: none"> <li>• Shane, S., &amp; Venkataraman, S. 2000. The Promise of Entrepreneurship as a Field of Research. <i>Academy of Management Review</i>, 25(1): 217-226.</li> <li>• Shane, S. 2012. Reflections on the 2010 AMR Decade Award: Delivering on the Promise of Entrepreneurship as a Field of Research. <i>Academy of Management Review</i>, 37(1): 10-20.</li> <li>• Murphy, P. J., Liao, J., &amp; Welsch, H. P. 2006. A conceptual history of entrepreneurial thought. <i>Journal of Management History</i>, 12(1): 12-35.</li> <li>• de Jong, J. P. J., &amp; Marsili, O. 2015. The distribution of Schumpeterian and Kirznerian opportunities. <i>Small Business Economics</i>, 44(1): 19-35. Baron, R. A. 2006.</li> <li>• Kirzner, I. 1999. Creativity and/or Alertness: A Reconsideration of the Schumpeterian Entrepreneur. <i>The Review of Austrian Economics</i>, 11(1-2): 5-17.</li> <li>• Eckhardt, J. T., &amp; Shane, S. A. 2003. Opportunities and Entrepreneurship. <i>Journal of Management</i>, 29(3): 333-349.</li> </ul>



	<ul style="list-style-type: none"> <li>• Haynie et al, 2010. A situated metacognitive model of the entrepreneurial mindset. <i>Journal of Business Venturing</i>, 25: 217-229</li> <li>• Blank, S. 2013. Why the Lean Start-Up Changes Everything? <i>Harvard Business Review</i>, 91(5): 63-72.</li> <li>• Ries, Eric. 2011. <i>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</i>. Crown Business. (Book)</li> <li>• Sarasvathy, S. D. 2001. Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency. <i>The Academy of Management Review</i>, 26(2): 243-263.</li> <li>• Dew, N., Read, S., Sarasvathy, S. D., &amp; Wiltbank, R. 2009. Effectual versus predictive logics in entrepreneurial decision-making: Differences between experts and novices. <i>Journal of Business Venturing</i>, 24(4): 287-309.</li> <li>• Perry, J. T., Chandler, G. N., &amp; Markova, G. 2012. Entrepreneurial Effectuation: A Review and Suggestions for Future Research. <i>Entrepreneurship Theory and Practice</i>, 36(4): 837-861.</li> <li>• Zott, C., Amit, R., &amp; Massa, L. 2011. The Business Model: Recent Developments and Future Research. <i>Journal of Management</i>, 37(4): 1019-1042.</li> </ul> <p><b>a. Website(s): /Documentaries</b></p> <ul style="list-style-type: none"> <li>• Bloomberg Game Changers (e.g. Zuckerberg, Brin &amp; Page; Jobs, Musk, etc.)</li> <li>• 4 Part Documentary Called “The Men Who Built America”</li> <li>• “Shark Tank India” Inspirational series about the entrepreneurial path of 5 of the most admired business</li> <li>• Entrepreneurs: Cornelius Vanderbilt (Railroads), John D. Rockefeller (Oil), Andrew Carnegie (Steel), J.P. Morgan (Banking) and H. Ford (Automobile).</li> </ul> <p><b>b. Coursera Courses</b></p> <ul style="list-style-type: none"> <li>• C1: Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship <ul style="list-style-type: none"> <li>○ <a href="https://www.coursera.org/learn/innovative-ideas">https://www.coursera.org/learn/innovative-ideas</a></li> </ul> </li> <li>• C2: Innovation &amp; Entrepreneurship - From Basics to Open Innovation <ul style="list-style-type: none"> <li>○ <a href="https://www.coursera.org/learn/open-innovation-entrepreneurship?specialization=value-creation-innovation">https://www.coursera.org/learn/open-innovation-entrepreneurship?specialization=value-creation-innovation</a></li> </ul> </li> </ul> <p><b>c. Case lets</b></p> <ul style="list-style-type: none"> <li>• Manikutty, S., Vohra, Neharika. 2010. Aravind Eye Care System: Giving Them the Most Precious Gift, IIM Ahmedabad.</li> <li>• Kalegaonkar, Lehigh &amp; Locke. 2009. Biocon India Group, MIT Management Sloan..</li> </ul>
	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Explain various aspects of the entrepreneurial process and trends in entrepreneurship.</li> <li>2. Interpret the sources of business opportunities and differentiate types of innovation</li> </ol>

	3. Examine the process of new venture and the legal issues relating to entrepreneurial ventures 4. Design and develop a business model and prepare a business Plan 5. Appraise the entrepreneurship process in the family business and social enterprise
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<b>Semester 5</b>	<b>Scaling up the venture</b> <b>Code :- 23000020</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Understand the concept, importance, and challenges of scaling ventures.</li> <li>Analyze different business models and strategies for growth.</li> <li>Evaluate resource allocation, team expansion, and leadership transitions during scaling.</li> <li>Formulate financial, operational, and market strategies to achieve scalability.</li> <li>Apply risk management techniques and exit strategy planning for scaled ventures.</li> </ul>	
<b>Unit 1</b>	<b>Introduction to Scaling</b> <ul style="list-style-type: none"> <li>Meaning and importance of scaling</li> <li>Difference between growth and scaling</li> <li>Stages of venture growth</li> <li>Challenges faced by startups during scaling</li> <li>Case studies of scaled ventures</li> </ul>	
<b>Unit 2</b>	<b>Strategic Planning for Growth</b> <ul style="list-style-type: none"> <li>Business model evolution</li> <li>Growth strategies (organic vs inorganic)</li> <li>Market penetration and development</li> <li>Strategic alliances and partnerships</li> </ul>	
<b>Unit 3</b>	<b>Financial Scaling</b> <ul style="list-style-type: none"> <li>Financial planning for scaling</li> <li>Fundraising for scale (Series A, B, C rounds)</li> <li>Revenue models and unit economics</li> <li>Managing cash flow during growth</li> </ul>	

<b>Unit 4</b>	<b>Building Scalable Systems and Teams</b> <ul style="list-style-type: none"> <li>Organizational structure during scale</li> <li>Talent acquisition and retention</li> <li>Delegation, leadership transition</li> <li>Creating systems and processes for scale</li> </ul>
<b>Unit 5</b>	<b>Market Expansion and Customer Retention</b> <ul style="list-style-type: none"> <li>Domestic and international expansion</li> <li>Branding and customer loyalty</li> <li>Using data and metrics for growth decisions</li> <li>Technology and digital transformation</li> </ul>
	<b>Recommended Textbooks:</b> <ol style="list-style-type: none"> <li>“Scaling Up: How a Few Companies Make It...and Why the Rest Don't” by Verne Harnish</li> <li>“Blitzscaling” by Reid Hoffman &amp; Chris Yeh</li> <li>“The Lean Scaleup” by Frank Mattes</li> <li>Harvard Business Review Case Studies on Scaling Startups</li> </ol>
	<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>Journals: <i>Entrepreneurship Theory and Practice</i>, <i>Small Business Economics</i>, <i>Harvard Business Review</i></li> <li>Reports: McKinsey &amp; Co., KPMG on Growth Strategy, NASSCOM Startup Reports</li> </ul>

<b>Semester 6</b>	<b>Idea to Minimum Viable Product</b>	<b>10 hrs</b>
	<b>CODE :- 23000021</b> <b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Understand the process of identifying, evaluating, and validating start-up ideas.</li> <li>Apply design thinking and customer discovery methods to develop user-centric solutions.</li> <li>Develop prototypes and MVPs to test product-market fit with early adopters.</li> <li>Use lean startup principles to design business models and validate hypotheses.</li> <li>Present a validated MVP along with key learning outcomes and pivot decisions.</li> </ul>	
<b>Unit 1</b>	<b>Idea Generation &amp; Opportunity Recognition</b>	

	<ul style="list-style-type: none"> <li>• Characteristics of a good startup idea</li> <li>• Sources of innovation and ideation techniques</li> <li>• Identifying market gaps and user pain points</li> <li>• Screening and evaluating ideas</li> </ul>
<b>Unit 2</b>	<b>Design Thinking &amp; Customer Discovery</b> <ul style="list-style-type: none"> <li>• Introduction to design thinking framework</li> <li>• Empathy mapping and user personas</li> <li>• Defining problem statements</li> <li>• Conducting interviews and observations</li> </ul>
<b>Unit 3</b>	<b>Problem-Solution Fit</b> <ul style="list-style-type: none"> <li>• Formulating hypotheses and assumptions</li> <li>• Problem validation techniques</li> <li>• Creating value propositions</li> <li>• Early adopter identification</li> </ul>
<b>Unit 4</b>	<b>MVP Development</b> <ul style="list-style-type: none"> <li>• Types of MVPs: Concierge, Wizard of Oz, Landing Page, etc.</li> <li>• Prototyping tools and low-code platforms</li> <li>• Building MVP with minimal features</li> <li>• Testing MVP with real users</li> </ul>
<b>Unit 5</b>	<b>Product-Market Validation &amp; Iteration</b> <ul style="list-style-type: none"> <li>• Feedback collection methods</li> <li>• Metrics to measure traction and success (AARRR model)</li> <li>• Pivot vs. persevere decision-making</li> <li>• Iteration and refining MVP</li> </ul>
	<b>Recommended Textbooks:</b> <ol style="list-style-type: none"> <li>1. <b>“The Lean Startup”</b> by Eric Ries</li> <li>2. <b>“Value Proposition Design”</b> by Alexander Osterwalder, Yves Pigneur</li> <li>3. <b>“Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days”</b> by Jake Knapp</li> <li>4. <b>“Testing Business Ideas”</b> by David J. Bland &amp; Alex Osterwalder</li> </ol>
	<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Journals: <i>International Journal of Innovation Management</i>, <i>MIT Sloan Management Review</i>, <i>Harvard Business Review</i></li> </ul>

	<ul style="list-style-type: none"> <li>Tools: Miro, Canva, Figma, Bubble, Glide, Notion, Typeform</li> </ul>	
<b>Semester 7</b>	<b>Managing innovation &amp; IPR for entrepreneurs</b> <b>CODE :- 23000022</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Understand the role of innovation in entrepreneurship and the innovation management process.</li> <li>Identify different types of intellectual property and their strategic value to startups.</li> <li>Apply procedures for protecting IP including patents, copyrights, trademarks, and designs.</li> <li>Analyze case studies on IP commercialization, licensing, and enforcement.</li> <li>Develop strategies to integrate innovation and IP into business models for competitive advantage.</li> </ul>	
<b>Unit 1</b>	<b>Innovation in Entrepreneurship</b> <ul style="list-style-type: none"> <li>Innovation vs Invention</li> <li>Types and sources of innovation</li> <li>Innovation life cycle</li> <li>Models of innovation (open, closed, disruptive)</li> <li><b>Innovation challenges for entrepreneurs</b></li> </ul>	
<b>Unit 2</b>	<b>Intellectual Property Rights – An Overview</b> <ul style="list-style-type: none"> <li>Importance of IPR for startups</li> <li>Types of IP: Patent, Copyright, Trademark, Industrial Design, Trade Secret</li> <li>Criteria for protection</li> <li>National &amp; international IPR institutions (WIPO, IP India, etc.)</li> </ul>	
<b>Unit 3</b>	<b>Patent System and Filing Process</b> <ul style="list-style-type: none"> <li>Patentable subject matter</li> <li>Patent search and databases</li> <li>Drafting, filing, prosecution, and grant procedure</li> <li>Patent Cooperation Treaty (PCT)</li> <li>Patent infringement and opposition</li> </ul>	
<b>Unit 4</b>	<b>Trademark, Copyright, and Design Protection</b> <ul style="list-style-type: none"> <li>Trademark registration and classification</li> <li>Copyright and authorship rights</li> <li>Design and aesthetic protection</li> <li>Duration, renewal, and enforcement</li> <li>Differences between each IPR</li> </ul>	

<b>Unit 5</b>	<b>IP Commercialization and Strategy</b> <ul style="list-style-type: none"> <li>• Licensing and assignment</li> <li>• IP as a business asset</li> <li>• Technology transfer and IP valuation</li> <li>• IP auditing and portfolio management</li> <li>• Startups, incubators, and IPR</li> </ul>
<b>Unit 6</b>	<b>Innovation Strategy &amp; IP Integration</b> <ul style="list-style-type: none"> <li>• Strategic innovation management</li> <li>• IP in business models and pitch decks</li> <li>• Open innovation &amp; collaborative IP</li> <li>• Case studies: Apple, Tesla, Biocon, etc.</li> <li>• <b>IP and competitive advantage</b></li> </ul>
	<b>Recommended Textbooks:</b> <ol style="list-style-type: none"> <li>1. <b>“Managing Innovation”</b> by Joe Tidd &amp; John Bessant</li> <li>2. <b>“Intellectual Property Rights: Unleashing the Knowledge Economy”</b> by Prabuddha Ganguli</li> <li>3. <b>“Intellectual Property Rights for Entrepreneurs”</b> by Anshul Sharma</li> <li>4. <b>WIPO IP Handbook</b> (freely available from WIPO website)</li> </ol>
	<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Journals: <i>Journal of Intellectual Property Rights (CSIR-NIScPR)</i>, <i>Research Policy</i>, <i>Harvard Business Review</i></li> <li>• Tools: IP India portal, Google Patents, WIPO Lex, Espacenet</li> <li>• Reports: NITI Aayog Startup IP Framework, DPIIT guidelines for IP in incubation centers</li> </ul>

<b>Semester 8</b>	<b>Startup Project</b> <b>CODE :- 23000024</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>• Identify viable business opportunities based on market needs and personal competencies.</li> <li>• Conduct detailed feasibility studies (technical, market, financial, and organizational).</li> <li>• Develop a comprehensive business model and value proposition.</li> <li>• Apply innovation, design thinking, and prototyping to develop a minimum viable product (MVP).</li> <li>• Pitch a startup idea to stakeholders through effective presentation, documentation, and validation techniques.</li> </ul>	
<b>Unit 1</b>	<b>Startup Opportunity Identification</b>	

	<ul style="list-style-type: none"> <li>• Introduction to entrepreneurship and startups</li> <li>• Identifying pain points, market gaps, and customer needs</li> <li>• Techniques: Design Thinking, SCAMPER, Trend Analysis</li> <li>• Team formation and role allocation</li> </ul>
<b>Unit 2</b>	<b>Feasibility Analysis</b> <ul style="list-style-type: none"> <li>• Technical, financial, market, and organizational feasibility</li> <li>• Business environment scanning (PESTEL, SWOT)</li> <li>• Customer discovery and validation</li> <li>• MVP concept and assumptions testing</li> </ul>
<b>Unit 3</b>	<b>Business Model Development</b> <ul style="list-style-type: none"> <li>• Introduction to Business Model Canvas</li> <li>• Value proposition design</li> <li>• Revenue models, cost structures</li> <li>• Competitive analysis</li> </ul>
<b>Unit 4</b>	<b>Product Development &amp; MVP Creation</b> <ul style="list-style-type: none"> <li>• Prototype development and testing</li> <li>• Design thinking and user feedback</li> <li>• Lean startup methodology</li> <li>• Iteration and refinement of the solution</li> </ul>
<b>Unit 5</b>	<b>Go-to-Market &amp; Pitching</b> <ul style="list-style-type: none"> <li>• Branding and marketing strategies</li> <li>• Go-to-market plan and customer acquisition</li> <li>• Preparing pitch deck and financials</li> <li>• Presentation to mentors/investors/incubators</li> </ul>
	<b>Recommended Textbooks</b> <ol style="list-style-type: none"> <li>1. <i>The Startup Owner's Manual</i> – Steve Blank</li> <li>2. <i>Business Model Generation</i> – Alexander Osterwalder &amp; Yves Pigneur</li> <li>3. <i>Running Lean</i> – Ash Maurya</li> <li>4. <i>Design a Better Business</i> – Patrick Van Der Pijl</li> </ol>
	<b>Suggested Readings &amp; Tools</b> <ul style="list-style-type: none"> <li>• <i>Harvard Business Review</i> on Startups and Innovation</li> <li>• <i>Lean Startup</i> by Eric Ries</li> <li>• <i>Wadhvani Foundation NEN Modules</i></li> <li>• <i>Startup India Toolkit</i></li> <li>• Business Model Canvas Tool – <a href="https://strategyzer.com">strategyzer.com</a></li> <li>• Canva, Figma (for prototyping), Google Forms (for validation)</li> </ul>

# **Swarnnim Startup and Innovation University**

## **IE Course on BPT AY 2018-19 Onwards**

### **1<sup>st</sup> Year**

#### **Course- Introduction to Innovation and Entrepreneurship**

#### **Subject code- 63011106**

Course Description: This course provides an overview of the essential aspects of entrepreneurship, equipping students with the knowledge and skills required to identify opportunities, develop innovative business models, and launch successful ventures. The course combines theoretical lectures with practical sessions, enabling students to gain hands-on experience in developing their entrepreneurial projects.

#### **Learning Objectives**

Students of this course should be able to:

- Understand fundamental concepts and principles of entrepreneurship, including opportunity recognition and value creation.
- Develop an entrepreneurial mindset and skills that will enable them to identify, evaluate, and pursue viable business opportunities with confidence.
- Formulate comprehensive financial plans and understanding funding sources
- Understand Business Model, its importance and Go to Market Strategy
- Understand importance of relationship building with investors and how to negotiate with investor

#### **Unit 1: Introduction to Entrepreneurship and Entrepreneurial Mindset**

Understanding Entrepreneurship: Concepts and Importance, why be an entrepreneur? Traits of Successful Entrepreneurs, Types of Entrepreneurs (entrepreneurs as leaders), Importance of Entrepreneurship in India, resource management, Introduction to Entrepreneurial Mindset, Key Dimensions of Entrepreneurial Mindset, and its role in Entrepreneurial Success.

#### **Unit 2: Foundations of Creativity and Innovation**

Foundations of Creativity and Innovations, Creative thinking process, developing a creative mindset, and overcoming creative blocks. Types of Innovation: Incremental, Disruptive, and Radical. The Innovation Process: from idea to execution, managing risk and uncertainty in innovation, measuring innovation success. Creativity and Idea Generation Exercises, such as brainstorming, SCAMPER, and Random word association, as well as Exploring Types of Innovation through Case Studies.

#### **Unit 3: Business Opportunities Identification**

Identifying, Evaluating Business Opportunities and Generating Ideas, Concept of Empathy and Design Thinking, Identifying opportunities for social entrepreneurship. Feasibility & Viability Analysis, Difference between business Idea and business opportunities, Business environment



#### **Unit 4: Business Models & Go-to-Market**

Introduction to Business Models and Business Model Canvas, Lean Business model and its key components, Importance of business model, Different Types of Business Model, Competitive Analysis and Market Positioning, Go-to-Market and Pricing Strategies,

#### **Unit5: Innovate and Iterate: The Power of Lean Startups**

Overview of the Lean Startup Methodology and its Principles, Understanding the concepts like Split Testing, Minimum Viable Product (MVP), Designing market scenarios to test hypotheses, analysing results, and making data-driven decisions,

#### **Unit6: Fundraising Strategies and Sources**

Introduction to Fundraising for Entrepreneurs, Bootstrapping and Self-Financing, Financial Planning and Budgeting for Entrepreneurs, Cash Flow Management and Working Capital Optimization

#### **Unit 7: Crowdfunding and Alternative Financing**

Crowdfunding: Types, Platforms, and Best Practices, Peer-to-Peer Lending, Microfinancing, Strategic Partnerships and Joint Ventures, Social Impact Investing and Corporate Social Responsibility

#### **Unit 8: Investor Relations and Communications**

Building and Maintaining Investor Relationships, Effective Communication Strategies for Investors, Reporting Financial Performance and Progress, Navigating Difficult Conversations and Negotiations .

### **Recommended Textbooks**

1. Baron, R. A., & Shane, S. A. (2008). Entrepreneurship: A process perspective. Cengage Learning.
2. Gupta, V. K., & Batra, S. (2016). Entrepreneurship: New Venture Creation (1<sup>st</sup> ed.). Pearson.
3. Neck, H. M., Neck, C. P., & Murray, E. L. (2017). Entrepreneurship: The practice and mindset. SAGE Publications
4. Dweck, C. S. (2006). Mindset: The new psychology of success. Ballantine Books
5. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.
6. Bornstein, David. (2003). How to change the world : social entrepreneurs and the power of new ideas. Oxford ; New York : Oxford University Press.

### **Suggested Readings**

1. Shane, S. A. (2003). A general theory of entrepreneurship: The individual opportunity nexus. Edward Elgar Publishing.
2. Sarasvathy, S. D. (2009). Effectuation: Elements of entrepreneurial expertise. Edward Elgar Publishing.

## **2<sup>nd</sup> Year**

### **Project Feasibility and Marketing Skills**

#### **Course Educational Objectives:**

- Understand the fundamental concepts and importance of project feasibility in entrepreneurship.
- Evaluate different types of feasibility studies including technical, financial, market, and organizational.
- Analyze the role of marketing research in business idea validation and customer segmentation.
- Apply practical marketing skills such as product positioning, pricing, and promotion for new ventures.

Develop a feasibility report and basic marketing plan for a proposed product/service idea.

#### **Unit 1 Introduction to Project Feasibility**

- Definition and Importance of Project Feasibility
- Components of a Feasibility Study
- Role of Entrepreneurs and Managers in Feasibility Analysis

#### **Unit 2 Types of Feasibility Studies**

- Technical Feasibility: Resources, Technology, Location
- Financial Feasibility: Cost Estimation, Break-even Analysis, ROI
- Market Feasibility: Demand-Supply Analysis, Competitor Analysis
- Business Model, Resource Availability

#### **Unit 3 Market Research and Analysis**

- Market Research Methods: Surveys, Interviews, Secondary Data
- SWOT & PESTLE Analysis for Project Feasibility
- Consumer Behavior and Market Trends

#### **Unit 4 Financial Planning and Risk Analysis**

- Budgeting and Cost Control
- Funding Sources: Bank Loans, Angel Investors, Crowdfunding
- Risk Assessment and Contingency Planning

#### **Unit 5 Marketing Skills for Project Success**

- Marketing Strategies: Product Positioning, Branding, Pricing
- Digital Marketing: Social Media, SEO, Email Marketing
- Sales & Negotiation Techniques for Business Development

### **Recommended Textbooks**

1. **“Entrepreneurship: Successfully Launching New Ventures”** by Bruce R. Barringer & Duane Ireland – Pearson
2. **“Marketing Management”** by Philip Kotler – Pearson
3. **“Feasibility Analysis for Entrepreneurs”** by Harold R. Bierman – South-Western
4. **“Business Planning and Market Strategy”** by E.K. Valentin – Pearson

## Suggested Readings

1. **“The Startup Owner’s Manual”** by Steve Blank – Wiley
2. **“Marketing for Entrepreneurs”** by Frederick G. Crane – SAGE
3. **Harvard Business Review Articles** on feasibility, go-to-market strategy
4. **Startup India Toolkit** (Govt. of India) – Guidelines and templates for business feasibility
5. **Journals:**
  - *Journal of Business Venturing*
  - *International Journal of Project Management*
  - *Journal of Marketing Research*

## 3<sup>rd</sup> Year

### IDEA TO MINIMUM VIABLE PRODUCT

**CODE: - 23000021**

#### Course Educational Objectives:

- Understand the process of identifying, evaluating, and validating start-up ideas.
- Apply design thinking and customer discovery methods to develop user-centric solutions.
- Develop prototypes and MVPs to test product-market fit with early adopters.
- Use lean startup principles to design business models and validate hypotheses.
- Present a validated MVP along with key learning outcomes and pivot decisions.

#### Unit 1

##### Idea Generation & Opportunity Recognition

- Characteristics of a good startup idea
- Sources of innovation and ideation techniques
- Identifying market gaps and user pain points
- Screening and evaluating ideas

#### Unit 2

##### Design Thinking & Customer Discovery

- Introduction to design thinking framework
- Empathy mapping and user personas
- Defining problem statements
- Conducting interviews and observations

#### Unit 3

##### Problem-Solution Fit

- Formulating hypotheses and assumptions
- Problem validation techniques
- Creating value propositions
- Early adopter identification
-

## Unit 4    **MVP Development**

- Types of MVPs
- Prototyping tools and low-code platforms
- Building MVP with minimal features
- Testing MVP with real users

## Unit 5    **Product-Market Validation & Iteration**

- Feedback collection methods
- Metrics to measure traction and success (AARRR model)
- Pivot vs. persevere decision-making
- Iteration and refining MVP

### Recommended Textbooks:

1. **“The Lean Startup”** by Eric Ries
2. **“Value Proposition Design”** by Alexander Osterwalder, Yves Pigneur
3. **“Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days”** by Jake Knapp
4. **“Testing Business Ideas”** by David J. Bland & Alex Osterwalder

### Suggested Readings:

- Journals: *International Journal of Innovation Management*, *MIT Sloan Management Review*, *Harvard Business Review*
- Tools: Miro, Canva, Figma, Bubble, Glide, Notion, Typeform

**4th Year**

## **STARTUP PROJECT**

**CODE: - 23000024**

### **Course Educational Objectives:**

- Identify viable business opportunities based on market needs and personal competencies.
- Conduct detailed feasibility studies (technical, market, financial, and organizational).
- Develop a comprehensive business model and value proposition.
- Apply innovation, design thinking, and prototyping to develop a minimum viable product (MVP).
- Pitch a startup idea to stakeholders through effective presentation, documentation, and validation techniques.

### **Unit 1      Startup Opportunity Identification**

- Introduction to entrepreneurship and startups
- Identifying pain points, market gaps, and customer needs
- Techniques: Design Thinking, **SCAMPER**, Trend Analysis

### **Unit 2      Feasibility Analysis**

- Technical, financial, market, and organizational feasibility
- Business environment scanning (PESTEL, SWOT)
- Customer discovery and validation
- MVP concept and assumptions testing

### **Unit 3      Business Model Development**

- Introduction to Business Model Canvas
- Value proposition design
- Revenue models, cost structures
- Competitive analysis

### **Unit 4      Product Development & MVP Creation**

- Prototype development and testing
- Design thinking and user feedback
- Lean startup methodology
- Iteration and refinement of the solution

### **Unit 5      Go-to-Market & Pitching**

- Branding and marketing strategies
- Go-to-market plan and customer acquisition
- Preparing pitch deck and financials
- Presentation to mentors/investors/incubators

## Recommended Textbooks

1. *The Startup Owner's Manual* – Steve Blank
2. *Business Model Generation* – Alexander Osterwalder & Yves Pigneur
3. *Running Lean* – Ash Maurya
4. *Design a Better Business* – Patrick Van Der Pijl

## Suggested Readings & Tools

- *Harvard Business Review* on Startups and Innovation
- *Lean Startup* by Eric Ries
- *Wadhvani Foundation NEN Modules*
- *Startup India Toolkit*
- Business Model Canvas Tool – [strategyzer.com](https://strategyzer.com)
- Canva, Figma (for prototyping), Google Forms (for validation)

# Swarnnim Startup and Innovation University

## IE Course on BHMS (2018-19)

### 1<sup>st</sup> Year

#### Course- Introduction to Innovation and Entrepreneurship

#### Subject code- 73011104

Course Description: This course provides an overview of the essential aspects of entrepreneurship, equipping students with the knowledge and skills required to identify opportunities, develop innovative business models, and launch successful ventures. The course combines theoretical lectures with practical sessions, enabling students to gain hands-on experience in developing their entrepreneurial projects.

#### Learning Objectives

Students of this course should be able to:

- Understand fundamental concepts and principles of entrepreneurship, including opportunity recognition and value creation.
- Develop an entrepreneurial mindset and skills that will enable them to identify, evaluate, and pursue viable business opportunities with confidence.
- Formulate comprehensive financial plans and understanding funding sources
- **Understand Business Model, its importance and Go to Market Strategy**
- Understand importance of relationship building with investors and how to negotiate with investor

#### Unit 1: Introduction to Entrepreneurship and Entrepreneurial Mindset

Understanding Entrepreneurship: Concepts and Importance, why be an entrepreneur? Traits of Successful Entrepreneurs, Types of Entrepreneurs (entrepreneurs as leaders), Importance of Entrepreneurship in India, resource management, Entrepreneurial Mindset, Introduction to Entrepreneurial Mindset, Key Dimensions of Entrepreneurial Mindset, and its role in Entrepreneurial Success.

#### Unit 2: Foundations of Creativity and Innovation

Foundations of Creativity and Innovations, Creative thinking process, developing a creative mindset, and overcoming creative blocks. Types of Innovation: Incremental, Disruptive, and Radical. The Innovation Process: from idea to execution, managing risk and uncertainty in innovation, measuring innovation success. Creativity and Idea Generation Exercises, such as brainstorming, SCAMPER, and Random word association, as well as Exploring Types of Innovation through Case Studies.

#### Unit 3: Business Opportunities Identification

Identifying, Evaluating Business Opportunities and Generating Ideas, Concept of Empathy and Design Thinking, Identifying opportunities for social entrepreneurship. Feasibility & Viability Analysis, Difference between business Idea and business opportunities, Business environment

#### **Unit 4: Business Models & Go-to-Market**

Introduction to Business Models and Business Model Canvas, Lean Business model and its key components, Importance of business model, Different Types of Business Model, Competitive Analysis and Market Positioning, Go-to-Market and Pricing Strategies,

#### Unit5: Innovate and Iterate: The Power of Lean Startups

Overview of the Lean Startup Methodology and its Principles, Understanding the concepts like Split Testing, Pivot, Business-Measure-Learn (BML) and Minimum Viable Product (MVP), Designing market scenarios to test hypotheses, analysing results, and making data-driven decisions,

#### Unit6: Fundraising Strategies and Sources

Introduction to Fundraising for Entrepreneurs, Bootstrapping and Self-Financing, Financial Planning and Budgeting for Entrepreneurs, Cash Flow Management and Working Capital Optimization

### **Unit 7: Crowdfunding and Alternative Financing**

Crowdfunding: Types, Platforms, and Best Practices, Peer-to-Peer Lending, Microfinancing, Strategic Partnerships and Joint Ventures, Social Impact Investing and Corporate Social Responsibility

### **Unit 8: Investor Relations and Communications**

Building and Maintaining Investor Relationships, Effective Communication Strategies for Investors, Reporting Financial Performance and Progress, Navigating Difficult Conversations and Negotiations .

## **Recommended Textbooks**

1. Baron, R. A., & Shane, S. A. (2008). Entrepreneurship: A process perspective. Cengage Learning.
2. Gupta, V. K., & Batra, S. (2016). Entrepreneurship: New Venture Creation (1<sup>st</sup> ed.). Pearson.
3. Neck, H. M., Neck, C. P., & Murray, E. L. (2017). Entrepreneurship: The practice and mindset. SAGE Publications
4. Dweck, C. S. (2006). Mindset: The new psychology of success. Ballantine Books
5. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.
6. Bornstein, David. (2003). How to change the world : social entrepreneurs and the power of new ideas. Oxford ; New York : Oxford University Press.

## **Suggested Readings**

1. Shane, S. A. (2003). A general theory of entrepreneurship: The individual opportunity nexus. Edward Elgar Publishing.
2. Sarasvathy, S. D. (2009). Effectuation: Elements of entrepreneurial expertise. Edward Elgar Publishing.



## **2<sup>nd</sup> Year**

### **Project Feasibility and Marketing Skills**

**Code: 73011205**

#### **Course Educational Objectives:**

- Understand the fundamental concepts and importance of project feasibility in entrepreneurship.
- Evaluate different types of feasibility studies including technical, financial, market, and organizational.
- Analyze the role of marketing research in business idea validation and customer segmentation.
- Apply practical marketing skills such as product positioning, pricing, and promotion for new ventures.
- Develop a feasibility report and basic marketing plan for a proposed product/service idea.

#### **Unit 1 Introduction to Project Feasibility**

- Definition and Importance of Project Feasibility
- Components of a Feasibility Study
- Role of Entrepreneurs and Managers in Feasibility Analysis

#### **Unit 2 Types of Feasibility Studies**

- Technical Feasibility: Resources, Technology, Location
- Financial Feasibility: Cost Estimation, Break-even Analysis, ROI
- Market Feasibility: Demand-Supply Analysis, Competitor Analysis
- **Operational Feasibility: Business Model, Resource Availability**

#### **Unit 3 Market Research and Analysis**

- Market Research Methods: Surveys, Interviews, Secondary Data
- SWOT & PESTLE Analysis for Project Feasibility
- Consumer Behavior and Market Trends

#### **Unit 4 Financial Planning and Risk Analysis**

- Budgeting and Cost Control
- Funding Sources: Bank Loans, Angel Investors, Crowdfunding
- Risk Assessment and Contingency Planning

#### **Unit 5 Marketing Skills for Project Success**

- Marketing Strategies: Product Positioning, Branding, Pricing
- Digital Marketing: Social Media, SEO, Email Marketing
- Sales & Negotiation Techniques for Business Development

#### **Recommended Textbooks**

1. **“Entrepreneurship: Successfully Launching New Ventures”** by Bruce R. Barringer & Duane Ireland – Pearson
2. **“Marketing Management”** by Philip Kotler – Pearson
3. **“Feasibility Analysis for Entrepreneurs”** by Harold R. Bierman – South-Western
4. **“Business Planning and Market Strategy”** by E.K. Valentin – Pearson

#### **Suggested Readings**

1. **“The Startup Owner’s Manual”** by Steve Blank – Wiley
2. **“Marketing for Entrepreneurs”** by Frederick G. Crane – SAGE

3. **Harvard Business Review Articles** on feasibility, go-to-market strategy
4. **Startup India Toolkit** (Govt. of India) – Guidelines and templates for business feasibility
5. **Journals:**
  - *Journal of Business Venturing*
  - *International Journal of Project Management*
  - *Journal of Marketing Research*

### 3<sup>rd</sup> Year

## **IDEA TO MINIMUM VIABLE PRODUCT**

### **CODE: - 73011306**

#### **Course Educational Objectives:**

- Understand the process of identifying, evaluating, and validating start-up ideas.
- customer discovery methods to develop user-centric solutions.
- Develop prototypes and MVPs to test product-market fit with early adopters.
- Present a validated MVP along with key learning outcomes and pivot decisions.

#### **Unit 1 Idea Generation & Opportunity Recognition**

- Characteristics of a good startup idea
- Sources of innovation and ideation techniques
- Identifying market gaps and user pain points
- Screening and evaluating ideas

#### **Unit 2 Customer Discovery**

- Defining problem statements
- Conducting interviews and observations

#### **Unit 3 Problem-Solution Fit**

- Formulating hypotheses and assumptions
- Problem validation techniques
- Creating value propositions
- Early adopter identification

#### **Unit 4 MVP Development**

- Types of MVPs: Concierge, Wizard of Oz, Landing Page, etc.
- Prototyping tools and low-code platforms
- Building MVP with minimal features
- Testing MVP with real users

#### **Unit 5 Product-Market Validation & Iteration**

- Feedback collection methods
- Metrics to measure traction and success (AARRR model)
- Pivot vs. persevere decision-making
- Iteration and refining MVP

#### **Recommended Textbooks:**

1. **“The Lean Startup”** by Eric Ries
2. **“Value Proposition Design”** by Alexander Osterwalder, Yves Pigneur
3. **“Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days”** by Jake Knapp
4. **“Testing Business Ideas”** by David J. Bland & Alex Osterwalder

## 4th Year

# STARTUP PROJECT

**CODE: - 73011407**

### Course Educational Objectives:

- Identify viable business opportunities based on market needs and personal competencies.
- Conduct detailed feasibility studies (technical, market, financial, and organizational).
- Develop a comprehensive business model and value proposition.
- Apply innovation, design thinking, and prototyping to develop a minimum viable product (MVP).
- Pitch a startup idea to stakeholders through effective presentation, documentation, and validation techniques.

### Unit 1 Startup Opportunity Identification

- Introduction to entrepreneurship and startups
- Identifying pain points, market gaps, and customer needs
- Techniques: Design Thinking, SCAMPER, Trend Analysis
- Team formation and role allocation

### Unit 2 Feasibility Analysis

- Technical, financial, market, and organizational feasibility
- Business environment scanning (PESTEL, SWOT)
- Customer discovery and validation
- MVP concept and assumptions testing

### Unit 3 Business Model Development

- Introduction to Business Model Canvas
- Value proposition design
- Revenue models, cost structures
- Competitive analysis

### Unit 4 Product Development & MVP Creation

- Prototype development and testing
- Design thinking and user feedback
- Lean startup methodology
- Iteration and refinement of the solution

### Unit 5 Go-to-Market & Pitching

- Branding and marketing strategies
- Go-to-market plan and customer acquisition
- Preparing pitch deck and financials
- Presentation to mentors/investors/incubators

### Recommended Textbooks

1. *The Startup Owner's Manual* – Steve Blank
2. *Business Model Generation* – Alexander Osterwalder & Yves Pigneur
3. *Running Lean* – Ash Maurya
4. *Design a Better Business* – Patrick Van Der Pijl

### Suggested Readings & Tools

- *Harvard Business Review* on Startups and Innovation
- *Lean Startup* by Eric Ries
- *Wadhwani Foundation NEN Modules*
- *Startup India Toolkit*
- Business Model Canvas Tool – [strategyzer.com](https://strategyzer.com)

- Canva, Figma (for prototyping), Google Forms (for validation)

**2019-20**

**IE SYLLABUS**

<b>4 years Course</b> <b>(Semester wise)</b> <b>SIT, SID</b>	<b>Innovation &amp; Entrepreneurship</b> <b>AY 2019-20 Onwards</b>	<b>L</b> <b>2</b>	<b>T</b> <b>1</b>	<b>P</b> <b>0</b>	<b>C</b> <b>2.5</b>
<b>Course Description:</b> The process of converting ideas into a viable business proposition is a critical factor in today's economy. Entrepreneurship is a structured and dynamic process that involves creativity, risks, and meticulous planning. This course aims to lay a foundation and basic understanding of the Entrepreneurial framework and develop the competency to think and act entrepreneurially. Entrepreneurship in practice involves acquiring the necessary skills, competencies, and action-based activities.					
<b>Semester 1</b>	<b>Introduction to entrepreneurship</b>  <b>CODE :- 23000007</b>				<b>8 hrs</b>
	<b>Course Educational Objectives:</b> This course aims to enable the students to know how the innovations, opportunities, and ideas convert into a new business. <ul style="list-style-type: none"> <li>▪ To know various theories of entrepreneurship and trends.</li> <li>▪ To generate new business ideas from various sources.</li> <li>▪ To identify various issues and challenges in starting a new venture.</li> <li>▪ To know the elements of a business plan and designing a business model.</li> <li>▪ To compare and contrast the entrepreneurship practices in the family business and social enterprise.</li> </ul>				
<b>Unit 1</b>	<b>Introduction to Entrepreneurship:</b> Meaning, Role of Entrepreneur, Entrepreneurial Process: different approaches, Motivation for becoming an entrepreneur: Maslow's theory, Herzberg's theory, McGregor theory, McClelland's Need -achievement theory Importance of Entrepreneurship, Functions of an Entrepreneur, Types of Entrepreneurs, <b>Issues &amp; Problems in Entrepreneurial Practices</b> , entrepreneurial education and entrepreneurial mind, <b>Value creation- economic value and social Value</b> , Intrapreneurship (Corporate Entrepreneurship, Entrepreneurship and Startup)				
<b>Unit 2</b>	<b>Characteristics or traits of successful entrepreneurs and myths related to entrepreneurship.</b> Characteristics or traits of successful entrepreneurs, need for studying success characteristics / traits of entrepreneurs, how to develop successful characteristics/traits of entrepreneur and myths related to entrepreneurship.				
<b>Unit 3</b>	<b>Cognitive foundations of entrepreneurship-</b> Human cognition: its basic nature- and important limitations, Creativity and innovation: ideas to reality, The founder, Recruitment and selection of key employees, the role of board of directors, Board of advisers, lenders and Investors, other professionals. <b>Business Canvas Model</b>				

<b>Unit 4</b>	<b>Innovation &amp; Value creation:</b> Meaning, different types of innovation, Analysing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation, School of Innovation, Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship, Participation for Innovation, Co-creation for Innovation	
<b>Semester: 2</b>	<b>Preparing Wider Horizon for Entrepreneurship</b>	<b>10 hrs</b>
	<b>CODE:- 23000013</b>	
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>• Understand the nature and sources of entrepreneurial opportunities and the factors influencing opportunity recognition.</li> <li>• Apply structured techniques like brainstorming, focus groups, and Six Thinking Hats to generate innovative business ideas.</li> <li>• Evaluate the viability of a business idea using various types of feasibility analysis.</li> <li>• Analyze and design appropriate business models using tools like Business Model Canvas and value propositions.</li> <li>• Conduct market research effectively using sampling, questionnaire design, and data analysis for informed decision-making.</li> </ul>	
<b>Unit 1</b>	<b>Opportunities: Their nature, discovery, and Creation: -</b> Opportunities: Their basic nature, opportunities: Discovered, created, or both, Opportunities: The role of information, experience and social network- The role of information in opportunity recognition, The role of experience and social networks in opportunity recognition, how entrepreneurs can become skilled at recognizing opportunities	
<b>Unit 2</b>	<b>Business Idea and Startup-</b> Meaning, sources of business ideas, techniques for idea generation like brain storming, focus group, six thinking hats as idea generation, characteristics of brilliant business ideas,	
<b>Unit 3</b>	<b>Feasibility Analysis –</b> Is the opportunity worth pursuing? Concept of feasibility analysis, types of feasibility analysis: product/service feasibility, industry/target market feasibility, organizational feasibility, financial feasibility, entrepreneur feasibility, role of feasibility analysis in developing business idea.	
<b>Unit 4</b>	<b>Business Model-</b> Introduction to business model, Types of business model, Developing and testing a business model, Business modelling process, Business model canvas, Business Models and value proposition, Business Model Failure: Reasons and Remedies Reinventing business model	
<b>Unit 5</b>	<b>Market Research:</b> Introduction, Need of market research, Market research process, Data collection sources and methods, Questionnaire designing, Sampling, Data analysis and interpretation, Report writing	
	<b>Recommended Textbooks</b>  1. <b>“Entrepreneurship”</b> by Robert D. Hisrich, Michael Peters & Dean Shepherd – McGraw Hill	

	<ol style="list-style-type: none"> <li>2. <b>“Innovation and Entrepreneurship”</b> by Peter F. Drucker – Harper Business</li> <li>3. <b>“Business Model Generation”</b> by Alexander Osterwalder &amp; Yves Pigneur – Wiley</li> <li>4. <b>“Entrepreneurship Development”</b> by S.S. Khanka – S. Chand Publishing</li> <li>5. <b>“Market Research”</b> by Naresh K. Malhotra – Pearson</li> </ol>
	<p><b>Suggested Readings</b></p> <ol style="list-style-type: none"> <li>1. <b>“Effectual Entrepreneurship”</b> by Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank – Routledge</li> <li>2. <b>“Discovering the Soul of Service”</b> by Leonard L. Berry – Free Press</li> <li>3. <b>Harvard Business Review Articles</b> on entrepreneurship and opportunity recognition</li> <li>4. <b>Journals:</b> <ul style="list-style-type: none"> <li>○ <i>Journal of Business Venturing</i></li> <li>○ <i>Small Business Economics</i></li> <li>○ <i>Entrepreneurship Theory and Practice</i></li> <li>○ <i>International Journal of Market Research</i></li> </ul> </li> </ol>



<b>Semester 3</b>	<b>Entrepreneurial motivation Code :- 23000014</b>	<b>6 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Define entrepreneurship and identify the characteristics, roles, and types of entrepreneurs.</li> <li>Understand the motivational factors that influence entrepreneurial behavior and target-setting.</li> <li>Analyze the role of personal traits like confidence, leadership, and communication in entrepreneurial success.</li> <li>Examine real-life case studies of successful and failed startups across different sectors.</li> <li>Reflect critically on key reasons behind startup failures and derive lessons for personal and professional growth.</li> </ul>	
<b>Unit 1</b>	Entrepreneurship – Definition, Characteristics and importance, Types and functions of an Entrepreneur, merits of a good entrepreneur/motivational factors of entrepreneurship.	
<b>Unit 2</b>	a) Motivation to achieve targets and establishment of ideas, setting targets and facing challenges. Resolving problems and creativity sequenced and guiding capacity, Development of self confidence. (b) Communication skills, capacity to influence, leadership.	
<b>Unit 3</b>	<b>Cases of different successful start-up cases</b> Video cases discussions in the class room Agriculture, Healthcare, Fin Tech; Medical etc. these cases must be discussed thoroughly in classroom. Unsuccessful cases with the focus on the reasons for their failures	
<b>4<sup>th</sup> Semester</b>	<b>Project feasibility &amp; Marketing skills CODE :- 23000017</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>Understand the fundamental concepts and importance of project feasibility in entrepreneurship.</li> <li>Evaluate different types of feasibility studies including technical, financial, market, and organizational.</li> <li>Analyze the role of marketing research in business idea validation and customer segmentation.</li> <li>Apply practical marketing skills such as product positioning, pricing, and promotion for new ventures.</li> <li>Develop a feasibility report and basic marketing plan for a proposed product/service idea.</li> </ul>	
<b>Unit 1</b>	<b>Introduction to Project Feasibility</b> <ul style="list-style-type: none"> <li>Definition and Importance of Project Feasibility</li> <li>Components of a Feasibility Study</li> <li>Role of Entrepreneurs and Managers in Feasibility Analysis</li> </ul>	
<b>Unit 2</b>	<b>Types of Feasibility Studies</b> <ul style="list-style-type: none"> <li>Technical Feasibility: Resources, Technology, Location</li> <li>Financial Feasibility: Cost Estimation, Break-even Analysis, ROI</li> </ul>	

	<ul style="list-style-type: none"> <li>• Market Feasibility: Demand-Supply Analysis, Competitor Analysis</li> <li>• <b>Operational Feasibility: Business Model, Resource Availability</b></li> </ul>
<b>Unit 3</b>	<b>Market Research and Analysis</b> <ul style="list-style-type: none"> <li>• Market Research Methods: Surveys, Interviews, Secondary Data</li> <li>• SWOT &amp; PESTLE Analysis for Project Feasibility</li> <li>• Consumer Behavior and Market Trends</li> </ul>
<b>Unit 4</b>	<b>Financial Planning and Risk Analysis</b> <ul style="list-style-type: none"> <li>• Budgeting and Cost Control</li> <li>• Funding Sources: Bank Loans, Angel Investors, Crowdfunding</li> <li>• Risk Assessment and Contingency Planning</li> </ul>
<b>Unit 5</b>	<b>Marketing Skills for Project Success</b> <ul style="list-style-type: none"> <li>• Marketing Strategies: Product Positioning, Branding, Pricing</li> <li>• Digital Marketing: Social Media, SEO, Email Marketing</li> <li>• Sales &amp; Negotiation Techniques for Business Development</li> </ul>
	<b>Recommended Textbooks</b> <ol style="list-style-type: none"> <li>1. <b>“Entrepreneurship: Successfully Launching New Ventures”</b> by Bruce R. Barringer &amp; Duane Ireland – Pearson</li> <li>2. <b>“Marketing Management”</b> by Philip Kotler – Pearson</li> <li>3. <b>“Feasibility Analysis for Entrepreneurs”</b> by Harold R. Bierman – South-Western</li> <li>4. <b>“Business Planning and Market Strategy”</b> by E.K. Valentin – Pearson</li> </ol>
	<b>Suggested Readings</b> <ol style="list-style-type: none"> <li>1. <b>“The Startup Owner’s Manual”</b> by Steve Blank – Wiley</li> <li>2. <b>“Marketing for Entrepreneurs”</b> by Frederick G. Crane – SAGE</li> <li>3. <b>Harvard Business Review Articles</b> on feasibility, go-to-market strategy</li> <li>4. <b>Startup India Toolkit</b> (Govt. of India) – Guidelines and templates for business feasibility</li> <li>5. <b>Journals:</b> <ul style="list-style-type: none"> <li>○ <i>Journal of Business Venturing</i></li> <li>○ <i>International Journal of Project Management</i></li> <li>○ <i>Journal of Marketing Research</i></li> </ul> </li> </ol>
	<b>Journal(s):</b> <ul style="list-style-type: none"> <li>• Shane, S., &amp; Venkataraman, S. 2000. The Promise of Entrepreneurship as a Field of Research. <i>Academy of Management Review</i>, 25(1): 217-226.</li> <li>• Shane, S. 2012. Reflections on the 2010 AMR Decade Award: Delivering on the Promise of Entrepreneurship as a Field of Research. <i>Academy of Management Review</i>, 37(1): 10-20.</li> <li>• Murphy, P. J., Liao, J., &amp; Welsch, H. P. 2006. A conceptual history of entrepreneurial thought. <i>Journal of Management History</i>, 12(1): 12-35.</li> <li>• de Jong, J. P. J., &amp; Marsili, O. 2015. The distribution of Schumpeterian and Kirznerian opportunities. <i>Small Business Economics</i>, 44(1): 19-35.</li> <li>Baron, R. A. 2006.</li> </ul>

	<ul style="list-style-type: none"> <li>• Kirzner, I. 1999. Creativity and/or Alertness: A Reconsideration of the Schumpeterian Entrepreneur. <i>The Review of Austrian Economics</i>, 11(1-2): 5-17.</li> <li>• Eckhardt, J. T., &amp; Shane, S. A. 2003. Opportunities and Entrepreneurship. <i>Journal of Management</i>, 29(3): 333-349.</li> <li>• Haynie et al, 2010. A situated metacognitive model of the entrepreneurial mindset. <i>Journal of Business Venturing</i>, 25: 217-229</li> <li>• Blank, S. 2013. Why the Lean Start-Up Changes Everything? <i>Harvard Business Review</i>, 91(5): 63-72.</li> <li>• Ries, Eric. 2011. <i>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</i>. Crown Business. (Book)</li> <li>• Sarasvathy, S. D. 2001. Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency. <i>The Academy of Management Review</i>, 26(2): 243-263.</li> <li>• Dew, N., Read, S., Sarasvathy, S. D., &amp; Wiltbank, R. 2009. Effectual versus predictive logics in entrepreneurial decision-making: Differences between experts and novices. <i>Journal of Business Venturing</i>, 24(4): 287-309.</li> <li>• Perry, J. T., Chandler, G. N., &amp; Markova, G. 2012. Entrepreneurial Effectuation: A Review and Suggestions for Future Research. <i>Entrepreneurship Theory and Practice</i>, 36(4): 837-861.</li> <li>• Zott, C., Amit, R., &amp; Massa, L. 2011. The Business Model: Recent Developments and Future Research. <i>Journal of Management</i>, 37(4): 1019-1042.</li> </ul> <p><b>a. Website(s): /Documentaries</b></p> <ul style="list-style-type: none"> <li>• Bloomberg Game Changers (e.g. Zuckerberg, Brin &amp; Page; Jobs, Musk, etc.)</li> <li>• 4 Part Documentary Called “The Men Who Built America”</li> <li>• “Shark Tank India” Inspirational series about the entrepreneurial path of 5 of the most admired business</li> <li>• Entrepreneurs: Cornelius Vanderbilt (Railroads), John D. Rockefeller (Oil), Andrew Carnegie (Steel), J.P. Morgan (Banking) and H. Ford (Automobile).</li> </ul> <p><b>b. Coursera Courses</b></p> <ul style="list-style-type: none"> <li>• C1: Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship <ul style="list-style-type: none"> <li>○ <a href="https://www.coursera.org/learn/innovative-ideas">https://www.coursera.org/learn/innovative-ideas</a></li> </ul> </li> <li>• C2: Innovation &amp; Entrepreneurship - From Basics to Open Innovation <ul style="list-style-type: none"> <li>○ <a href="https://www.coursera.org/learn/open-innovation-entrepreneurship?specialization=value-creation-innovation">https://www.coursera.org/learn/open-innovation-entrepreneurship?specialization=value-creation-innovation</a></li> </ul> </li> </ul> <p><b>c. Case lets</b></p> <ul style="list-style-type: none"> <li>• Manikutty, S., Vohra, Neharika. 2010. Aravind Eye Care System: Giving Them the Most Precious Gift, IIM Ahmedabad.</li> <li>• Kalegaonkar, Lehigh &amp; Locke. 2009. Biocon India Group, MIT Management Sloan..</li> </ul>

	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Explain various aspects of the entrepreneurial process and trends in entrepreneurship.</li> <li>2. Interpret the sources of business opportunities and differentiate types of innovation</li> <li>3. Examine the process of new venture and the legal issues relating to entrepreneurial ventures</li> <li>4. Design and develop a business model and prepare a business Plan</li> <li>5. Appraise the entrepreneurship process in the family business and social enterprise</li> </ol>
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<b>Semester 5</b>	<b>Scaling up the venture</b> <b>Code :- 23000020</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>• Understand the concept, importance, and challenges of scaling ventures.</li> <li>• Analyze different business models and strategies for growth.</li> <li>• Evaluate resource allocation, team expansion, and leadership transitions during scaling.</li> <li>• Formulate financial, operational, and market strategies to achieve scalability.</li> <li>• Apply risk management techniques and exit strategy planning for scaled ventures.</li> </ul>	
<b>Unit 1</b>	<b>Introduction to Scaling</b> <ul style="list-style-type: none"> <li>• Meaning and importance of scaling</li> <li>• Difference between growth and scaling</li> <li>• Stages of venture growth</li> <li>• Challenges faced by startups during scaling</li> <li>• Case studies of scaled ventures</li> </ul>	
<b>Unit 2</b>	<b>Strategic Planning for Growth</b> <ul style="list-style-type: none"> <li>• Business model evolution</li> <li>• Growth strategies (organic vs inorganic)</li> <li>• Market penetration and development</li> <li>• Strategic alliances and partnerships</li> </ul>	
<b>Unit 3</b>	<b>Financial Scaling</b> <ul style="list-style-type: none"> <li>• Financial planning for scaling</li> <li>• Fundraising for scale (Series A, B, C rounds)</li> <li>• Revenue models and unit economics</li> <li>• Managing cash flow during growth</li> </ul>	
<b>Unit 4</b>	<b>Building Scalable Systems and Teams</b> <ul style="list-style-type: none"> <li>• Organizational structure during scale</li> <li>• Talent acquisition and retention</li> <li>• Delegation, leadership transition</li> <li>• Creating systems and processes for scale</li> </ul>	
<b>Unit 5</b>	<b>Market Expansion and Customer Retention</b> <ul style="list-style-type: none"> <li>• Domestic and international expansion</li> <li>• Branding and customer loyalty</li> <li>• Using data and metrics for growth decisions</li> <li>• Technology and digital transformation</li> </ul>	

	<p><b>Recommended Textbooks:</b></p> <ol style="list-style-type: none"> <li>1. “Scaling Up: How a Few Companies Make It...and Why the Rest Don't” by Verne Harnish</li> <li>2. “Blitzscaling” by Reid Hoffman &amp; Chris Yeh</li> <li>3. “The Lean Scaleup” by Frank Mattes</li> <li>4. <b>Harvard Business Review Case Studies on Scaling Startups</b></li> </ol>
	<p><b>Suggested Readings:</b></p> <ul style="list-style-type: none"> <li>• Journals: <i>Entrepreneurship Theory and Practice</i>, <i>Small Business Economics</i>, <i>Harvard Business Review</i></li> <li>• Reports: McKinsey &amp; Co., KPMG on Growth Strategy, NASSCOM Startup Reports</li> </ul>

<b>Semester 6</b>	<b>Idea to Minimum Viable Product</b>	<b>10 hrs</b>
	<b>CODE :- 23000021</b>	
	<p><b>Course Educational Objectives:</b></p> <ul style="list-style-type: none"> <li>• Understand the process of identifying, evaluating, and validating start-up ideas.</li> <li>• Apply design thinking and customer discovery methods to develop user-centric solutions.</li> <li>• Develop prototypes and MVPs to test product-market fit with early adopters.</li> <li>• Use lean startup principles to design business models and validate hypotheses.</li> <li>• Present a validated MVP along with key learning outcomes and pivot decisions.</li> </ul>	
<b>Unit 1</b>	<p><b>Idea Generation &amp; Opportunity Recognition</b></p> <ul style="list-style-type: none"> <li>• Characteristics of a good startup idea</li> <li>• Sources of innovation and ideation techniques</li> <li>• Identifying market gaps and user pain points</li> <li>• Screening and evaluating ideas</li> </ul>	
<b>Unit 2</b>	<p><b>Design Thinking &amp; Customer Discovery</b></p> <ul style="list-style-type: none"> <li>• Introduction to design thinking framework</li> <li>• Empathy mapping and user personas</li> <li>• Defining problem statements</li> <li>• Conducting interviews and observations</li> </ul>	

<b>Unit 3</b>	<b>Problem-Solution Fit</b> <ul style="list-style-type: none"> <li>• Formulating hypotheses and assumptions</li> <li>• Problem validation techniques</li> <li>• Creating value propositions</li> <li>• Early adopter identification</li> </ul>	
<b>Unit 4</b>	<b>MVP Development</b> <ul style="list-style-type: none"> <li>• Types of MVPs: Concierge, Wizard of Oz, Landing Page, etc.</li> <li>• Prototyping tools and low-code platforms</li> <li>• Building MVP with minimal features</li> <li>• Testing MVP with real users</li> </ul>	
<b>Unit 5</b>	<b>Product-Market Validation &amp; Iteration</b> <ul style="list-style-type: none"> <li>• Feedback collection methods</li> <li>• Metrics to measure traction and success (AARRR model)</li> <li>• Pivot vs. persevere decision-making</li> <li>• Iteration and refining MVP</li> </ul>	
	<b>Recommended Textbooks:</b> <ol style="list-style-type: none"> <li>1. <b>“The Lean Startup”</b> by Eric Ries</li> <li>2. <b>“Value Proposition Design”</b> by Alexander Osterwalder, Yves Pigneur</li> <li>3. <b>“Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days”</b> by Jake Knapp</li> <li>4. <b>“Testing Business Ideas”</b> by David J. Bland &amp; Alex Osterwalder</li> </ol>	
	<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Journals: <i>International Journal of Innovation Management</i>, <i>MIT Sloan Management Review</i>, <i>Harvard Business Review</i></li> <li>• Tools: Miro, Canva, Figma, Bubble, Glide, Notion, Typeform</li> </ul>	
<b>Semester 7</b>	<b>Managing innovation &amp; IPR for entrepreneurs</b> <b>CODE :- 23000022</b>	<b>10 hrs</b>
	<b>Course Educational Objectives:</b> <ul style="list-style-type: none"> <li>• Understand the role of innovation in entrepreneurship and the innovation management process.</li> <li>• Identify different types of intellectual property and their strategic value to startups.</li> <li>• Apply procedures for protecting IP including patents, copyrights, trademarks, and designs.</li> </ul>	

	<ul style="list-style-type: none"> <li>Analyze case studies on IP commercialization, licensing, and enforcement.</li> <li>Develop strategies to integrate innovation and IP into business models for competitive advantage.</li> </ul>	
<b>Unit 1</b>	<b>Innovation in Entrepreneurship</b> <ul style="list-style-type: none"> <li>Innovation vs Invention</li> <li>Types and sources of innovation</li> <li>Innovation life cycle</li> <li>Models of innovation (open, closed, disruptive)</li> <li>Innovation challenges for entrepreneurs</li> </ul>	
<b>Unit 2</b>	<b>Intellectual Property Rights – An Overview</b> <ul style="list-style-type: none"> <li><b>WIPO</b></li> <li>Importance of IPR for startups</li> <li>Types of IP: Patent, Copyright, Trademark, Industrial Design, Trade Secret</li> <li>Criteria for protection</li> <li>National &amp; international IPR institutions (WIPO, IP India, etc.)</li> </ul>	
<b>Unit 3</b>	<b>Patent System and Filing Process</b> <ul style="list-style-type: none"> <li>Patentable subject matter</li> <li>Patent search and databases</li> <li>Drafting, filing, prosecution, and grant procedure</li> <li>Patent Cooperation Treaty (PCT)</li> <li>Patent infringement and opposition</li> </ul>	
<b>Unit 4</b>	<b>Trademark, Copyright, and Design Protection</b> <ul style="list-style-type: none"> <li>Trademark registration and classification</li> <li>Copyright and authorship rights</li> <li>Design and aesthetic protection</li> <li>Duration, renewal, and enforcement</li> <li>Differences between each IPR</li> </ul>	
<b>Unit 5</b>	<b>IP Commercialization and Strategy</b> <ul style="list-style-type: none"> <li>Licensing and assignment</li> <li>IP as a business asset</li> <li>Technology transfer and IP valuation</li> <li>IP auditing and portfolio management</li> <li>Startups, incubators, and IPR</li> </ul>	
<b>Unit 6</b>	<b>Innovation Strategy &amp; IP Integration</b> <ul style="list-style-type: none"> <li>Strategic innovation management</li> </ul>	



	<ul style="list-style-type: none"> <li>• IP in business models and pitch decks</li> <li>• Open innovation &amp; collaborative IP</li> <li>• Case studies: Apple, Tesla, Biocon, etc.</li> <li>• IP and competitive advantage</li> </ul>
	<p><b>Recommended Textbooks:</b></p> <ol style="list-style-type: none"> <li>1. <b>“Managing Innovation”</b> by Joe Tidd &amp; John Bessant</li> <li>2. <b>“Intellectual Property Rights: Unleashing the Knowledge Economy”</b> by Prabuddha Ganguli</li> <li>3. <b>“Intellectual Property Rights for Entrepreneurs”</b> by Anshul Sharma</li> <li>4. <b>WIPO IP Handbook</b> (freely available from WIPO website)</li> </ol>
	<p><b>Suggested Readings:</b></p> <ul style="list-style-type: none"> <li>• Journals: <i>Journal of Intellectual Property Rights (CSIR-NIScPR)</i>, <i>Research Policy</i>, <i>Harvard Business Review</i></li> <li>• Tools: IP India portal, Google Patents, WIPO Lex, Espacenet</li> <li>• Reports: NITI Aayog Startup IP Framework, DPIIT guidelines for IP in incubation centers</li> </ul>

Semester 8	Startup Project CODE :- 23000024	10 hrs
	<p><b>Course Educational Objectives:</b></p> <ul style="list-style-type: none"> <li>• Identify viable business opportunities based on market needs and personal competencies.</li> <li>• Conduct detailed feasibility studies (technical, market, financial, and organizational).</li> <li>• Develop a comprehensive business model and value proposition.</li> <li>• Apply innovation, design thinking, and prototyping to develop a minimum viable product (MVP).</li> <li>• Pitch a startup idea to stakeholders through effective presentation, documentation, and validation techniques.</li> </ul>	
Unit 1	<p><b>Startup Opportunity Identification</b></p> <ul style="list-style-type: none"> <li>• Introduction to entrepreneurship and startups</li> <li>• Identifying pain points, market gaps, and customer needs</li> <li>• Techniques: Design Thinking, SCAMPER, Trend Analysis</li> <li>• Team formation and role allocation</li> </ul>	
Unit 2	<p><b>Feasibility Analysis</b></p> <ul style="list-style-type: none"> <li>• <b>Porter Five forces Model</b>, Technical, financial, market, and organizational feasibility</li> <li>• Business environment scanning (PESTEL, SWOT)</li> </ul>	

	<ul style="list-style-type: none"> <li>• Customer discovery and validation</li> <li>• MVP concept and assumptions testing</li> </ul>
<b>Unit 3</b>	<b>Business Model Development</b> <ul style="list-style-type: none"> <li>• Introduction to Business Model Canvas</li> <li>• Value proposition design</li> <li>• Revenue models, cost structures</li> <li>• Competitive analysis</li> </ul>
<b>Unit 4</b>	<b>Product Development &amp; MVP Creation</b> <ul style="list-style-type: none"> <li>• Prototype development and testing</li> <li>• Design thinking and user feedback</li> <li>• Lean startup methodology</li> <li>• Iteration and refinement of the solution</li> </ul>
<b>Unit 5</b>	<b>Go-to-Market &amp; Pitching</b> <ul style="list-style-type: none"> <li>• Branding and marketing strategies</li> <li>• Go-to-market plan and customer acquisition</li> <li>• Preparing pitch deck and financials</li> <li>• Presentation to mentors/investors/incubators</li> </ul>
	<b>Recommended Textbooks</b> <ol style="list-style-type: none"> <li>1. <i>The Startup Owner's Manual</i> – Steve Blank</li> <li>2. <i>Business Model Generation</i> – Alexander Osterwalder &amp; Yves Pigneur</li> <li>3. <i>Running Lean</i> – Ash Maurya</li> <li>4. <i>Design a Better Business</i> – Patrick Van Der Pijl</li> </ol>
	<b>Suggested Readings &amp; Tools</b> <ul style="list-style-type: none"> <li>• <i>Harvard Business Review</i> on Startups and Innovation</li> <li>• <i>Lean Startup</i> by Eric Ries</li> <li>• <i>Wadhvani Foundation NEN Modules</i></li> <li>• <i>Startup India Toolkit</i></li> <li>• Business Model Canvas Tool – <a href="http://strategyzer.com">strategyzer.com</a></li> <li>• Canva, Figma (for prototyping), Google Forms (for validation)</li> </ul>

# **Swarnnim Startup and Innovation University**

## **IE Course on BPT AY 2019-20 Onwards**

### **1<sup>st</sup> Year**

#### **Course- Introduction to Innovation and Entrepreneurship**

#### **Subject code- 63011106**

Course Description: This course provides an overview of the essential aspects of entrepreneurship, equipping students with the knowledge and skills required to identify opportunities, develop innovative business models, and launch successful ventures. The course combines theoretical lectures with practical sessions, enabling students to gain hands-on experience in developing their entrepreneurial projects.

#### **Learning Objectives**

Students of this course should be able to:

- Understand fundamental concepts and principles of entrepreneurship, including opportunity recognition and value creation.
- Develop an entrepreneurial mindset and skills that will enable them to identify, evaluate, and pursue viable business opportunities with confidence.
- Formulate comprehensive financial plans and understanding funding sources
- Understand Business Model, its importance and Go to Market Strategy
- Understand importance of relationship building with investors and how to negotiate with investor

#### **Unit 1: Introduction to Entrepreneurship and Entrepreneurial Mindset**

Understanding Entrepreneurship: Concepts and Importance, why be an entrepreneur? Traits of Successful Entrepreneurs, Types of Entrepreneurs (entrepreneurs as leaders), Importance of Entrepreneurship in India, resource management, Introduction to Entrepreneurial Mindset, Key Dimensions of Entrepreneurial Mindset, and its role in Entrepreneurial Success.

#### **Unit 2: Foundations of Creativity and Innovation**

Foundations of Creativity and Innovations, Creative thinking process, developing a creative mindset, and overcoming creative blocks. Types of Innovation: Incremental, Disruptive, and Radical. The Innovation Process: from idea to execution, managing risk and uncertainty in innovation, measuring innovation success. Creativity and Idea Generation Exercises, such as brainstorming, SCAMPER, and Random word association, as well as Exploring Types of Innovation through Case Studies.

#### **Unit 3: Business Opportunities Identification**

Identifying, Evaluating Business Opportunities and Generating Ideas, Concept of Empathy and Design Thinking, Identifying opportunities for social entrepreneurship. Feasibility & Viability Analysis, Difference between business Idea and business opportunities, Business environment

#### **Unit 4: Business Models & Go-to-Market**

Introduction to Business Models and Business Model Canvas, Lean Business model and its key components, Importance of business model, Different Types of Business Model, Competitive Analysis and Market Positioning, Go-to-Market and Pricing Strategies,

#### **Unit5: Innovate and Iterate: The Power of Lean Startups**

Overview of the Lean Startup Methodology and its Principles, Understanding the concepts like Split Testing, **Pivot, Business-Measure-Learn (BML)** and Minimum Viable Product (MVP), Designing market scenarios to test hypotheses, analysing results, and making data-driven decisions,

#### **Unit6: Fundraising Strategies and Sources**

Introduction to Fundraising for Entrepreneurs, Bootstrapping and Self-Financing, Financial Planning and Budgeting for Entrepreneurs, Cash Flow Management and Working Capital Optimization

#### **Unit 7: Crowdfunding and Alternative Financing**

Crowdfunding: Types, Platforms, and Best Practices, Peer-to-Peer Lending, Microfinancing, Strategic Partnerships and Joint Ventures, Social Impact Investing and Corporate Social Responsibility

#### **Unit 8: Investor Relations and Communications**

Building and Maintaining Investor Relationships, Effective Communication Strategies for Investors, Reporting Financial Performance and Progress, Navigating Difficult Conversations and Negotiations .

### **Recommended Textbooks**

1. Baron, R. A., & Shane, S. A. (2008). Entrepreneurship: A process perspective. Cengage Learning.
2. Gupta, V. K., & Batra, S. (2016). Entrepreneurship: New Venture Creation (1<sup>st</sup> ed.). Pearson.
3. Neck, H. M., Neck, C. P., & Murray, E. L. (2017). Entrepreneurship: The practice and mindset. SAGE Publications
4. Dweck, C. S. (2006). Mindset: The new psychology of success. Ballantine Books
5. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.
6. Bornstein, David. (2003). How to change the world : social entrepreneurs and the power of new ideas. Oxford ; New York : Oxford University Press.

### **Suggested Readings**

1. Shane, S. A. (2003). A general theory of entrepreneurship: The individual opportunity nexus. Edward Elgar Publishing.
2. Sarasvathy, S. D. (2009). Effectuation: Elements of entrepreneurial expertise. Edward Elgar Publishing.

## 2<sup>nd</sup> Year

### Project Feasibility and Marketing Skills

#### Course Educational Objectives:

- Understand the fundamental concepts and importance of project feasibility in entrepreneurship.
- Evaluate different types of feasibility studies including technical, financial, market, and organizational.
- Analyze the role of marketing research in business idea validation and customer segmentation.
- Apply practical marketing skills such as product positioning, pricing, and promotion for new ventures.

Develop a feasibility report and basic marketing plan for a proposed product/service idea.

#### Unit 1 Introduction to Project Feasibility

- Definition and Importance of Project Feasibility
- Components of a Feasibility Study
- Role of Entrepreneurs and Managers in Feasibility Analysis

#### Unit 2 Types of Feasibility Studies

- Technical Feasibility: Resources, Technology, Location
- Financial Feasibility: Cost Estimation, Break-even Analysis, ROI
- Market Feasibility: Demand-Supply Analysis, Competitor Analysis
- **Operational Feasibility**: Business Model, Resource Availability

#### Unit 3 Market Research and Analysis

- Market Research Methods: Surveys, Interviews, Secondary Data
- SWOT & PESTLE Analysis for Project Feasibility
- Consumer Behavior and Market Trends

#### Unit 4 Financial Planning and Risk Analysis

- Budgeting and Cost Control
- Funding Sources: Bank Loans, Angel Investors, Crowdfunding
- Risk Assessment and Contingency Planning

#### Unit 5 Marketing Skills for Project Success

- Marketing Strategies: Product Positioning, Branding, Pricing
- Digital Marketing: Social Media, SEO, Email Marketing
- Sales & Negotiation Techniques for Business Development

### Recommended Textbooks

1. **“Entrepreneurship: Successfully Launching New Ventures”** by Bruce R. Barringer & Duane Ireland – Pearson
2. **“Marketing Management”** by Philip Kotler – Pearson
3. **“Feasibility Analysis for Entrepreneurs”** by Harold R. Bierman – South-Western
4. **“Business Planning and Market Strategy”** by E.K. Valentin – Pearson

## Suggested Readings

1. **“The Startup Owner’s Manual”** by Steve Blank – Wiley
2. **“Marketing for Entrepreneurs”** by Frederick G. Crane – SAGE
3. **Harvard Business Review Articles** on feasibility, go-to-market strategy
4. **Startup India Toolkit** (Govt. of India) – Guidelines and templates for business feasibility
5. **Journals:**
  - *Journal of Business Venturing*
  - *International Journal of Project Management*
  - *Journal of Marketing Research*

## 3<sup>rd</sup> Year

### IDEA TO MINIMUM VIABLE PRODUCT

**CODE: - 23000021**

#### Course Educational Objectives:

- Understand the process of identifying, evaluating, and validating start-up ideas.
- Apply design thinking and customer discovery methods to develop user-centric solutions.
- Develop prototypes and MVPs to test product-market fit with early adopters.
- Use lean startup principles to design business models and validate hypotheses.
- Present a validated MVP along with key learning outcomes and pivot decisions.

#### Unit 1

#### Idea Generation & Opportunity Recognition

- Characteristics of a good startup idea
- Sources of innovation and ideation techniques
- Identifying market gaps and user pain points
- Screening and evaluating ideas

#### Unit 2

#### Design Thinking & Customer Discovery

- Introduction to design thinking framework
- Empathy mapping and user personas
- Defining problem statements
- Conducting interviews and observations

#### Unit 3

#### Problem-Solution Fit

- Formulating hypotheses and assumptions
- Problem validation techniques
- Creating value propositions
- Early adopter identification

## **Unit 4 MVP Development**

- Types of MVPs: Concierge, Wizard of Oz, Landing Page, etc.
- Prototyping tools and low-code platforms
- Building MVP with minimal features
- Testing MVP with real users

## **Unit 5 Product-Market Validation & Iteration**

- Feedback collection methods
- Metrics to measure traction and success (AARRR model)
- Pivot vs. persevere decision-making
- Iteration and refining MVP

### **Recommended Textbooks:**

1. **“The Lean Startup”** by Eric Ries
2. **“Value Proposition Design”** by Alexander Osterwalder, Yves Pigneur
3. **“Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days”** by Jake Knapp
4. **“Testing Business Ideas”** by David J. Bland & Alex Osterwalder

### **Suggested Readings:**

- Journals: *International Journal of Innovation Management*, *MIT Sloan Management Review*, *Harvard Business Review*
- Tools: Miro, Canva, Figma, Bubble, Glide, Notion, Typeform

**4th Year**

## **STARTUP PROJECT**

**CODE: - 23000024**

### **Course Educational Objectives:**

- Identify viable business opportunities based on market needs and personal competencies.
- Conduct detailed feasibility studies (technical, market, financial, and organizational).
- Develop a comprehensive business model and value proposition.
- Apply innovation, design thinking, and prototyping to develop a minimum viable product (MVP).
- Pitch a startup idea to stakeholders through effective presentation, documentation, and validation techniques.

### **Unit 1      Startup Opportunity Identification**

- Introduction to entrepreneurship and startups
- Identifying pain points, market gaps, and customer needs
- Techniques: Design Thinking, SCAMPER, Trend Analysis
- **Team formation and role allocation**

### **Unit 2      Feasibility Analysis**

- Technical, financial, market, and organizational feasibility
- Business environment scanning (PESTEL, SWOT)
- Customer discovery and validation
- MVP concept and assumptions testing

### **Unit 3      Business Model Development**

- Introduction to Business Model Canvas
- Value proposition design
- Revenue models, cost structures
- Competitive analysis

### **Unit 4      Product Development & MVP Creation**

- Prototype development and testing
- Design thinking and user feedback
- Lean startup methodology
- Iteration and refinement of the solution

### **Unit 5      Go-to-Market & Pitching**

- Branding and marketing strategies
- **Go-to-market plan and customer acquisition**
- Preparing pitch deck and financials
- Presentation to mentors/investors/incubators



## Recommended Textbooks

1. *The Startup Owner's Manual* – Steve Blank
2. *Business Model Generation* – Alexander Osterwalder & Yves Pigneur
3. *Running Lean* – Ash Maurya
4. *Design a Better Business* – Patrick Van Der Pijl

## Suggested Readings & Tools

- *Harvard Business Review* on Startups and Innovation
- *Lean Startup* by Eric Ries
- *Wadhvani Foundation NEN Modules*
- *Startup India Toolkit*
- Business Model Canvas Tool – [strategyzer.com](https://strategyzer.com)
- Canva, Figma (for prototyping), Google Forms (for validation)

# **Swarnnim Startup and Innovation University**

## **IE Course on BHMS BAMS**

**2019-2020**

### **1<sup>st</sup> Year**

#### **Course- Introduction to Innovation and Entrepreneurship**

#### **Subject code- 73011104**

Course Description: This course provides an overview of the essential aspects of entrepreneurship, equipping students with the knowledge and skills required to identify opportunities, develop innovative business models, and launch successful ventures. The course combines theoretical lectures with practical sessions, enabling students to gain hands-on experience in developing their entrepreneurial projects.

#### **Learning Objectives**

Students of this course should be able to:

- Understand fundamental concepts and principles of entrepreneurship, including opportunity recognition and value creation.
- Develop an entrepreneurial mindset and skills that will enable them to identify, evaluate, and pursue viable business opportunities with confidence.
- Formulate comprehensive financial plans and understanding funding sources
- Understand importance of relationship building with investors and how to negotiate with investor

#### **Unit 1: Introduction to Entrepreneurship and Entrepreneurial Mindset**

Understanding Entrepreneurship: Concepts and Importance, why be an entrepreneur? Traits of Successful Entrepreneurs, Types of Entrepreneurs (entrepreneurs as leaders), Importance of Entrepreneurship in India, resource management, Entrepreneurial Mindset, Introduction to Entrepreneurial Mindset, Key Dimensions of Entrepreneurial Mindset, and its role in Entrepreneurial Success.

#### **Unit 2: Foundations of Creativity and Innovation**

Foundations of Creativity and Innovations, Creative thinking process, developing a creative mindset, and overcoming creative blocks. Types of Innovation: Incremental, Disruptive, and Radical. The Innovation Process: from idea to execution, managing risk and uncertainty in innovation, measuring innovation success. Creativity and Idea Generation Exercises, such as brainstorming, SCAMPER, and Random word association, as well as Exploring Types of Innovation through Case Studies.

#### **Unit 3: Business Opportunities Identification**

Identifying, Evaluating Business Opportunities and Generating Ideas, Concept of Empathy and Design Thinking, Identifying opportunities for social entrepreneurship. Feasibility & Viability Analysis, Difference between business Idea and business opportunities, Business environment, **Types of business and developing successful business idea**

#### **Unit 4: Innovate and Iterate: The Power of Lean Startups**

Overview of the Lean Startup Methodology and its Principles, Understanding the concepts like Split Testing, Pivot, Business-Measure-Learn (BML) and Minimum Viable Product (MVP), Designing market scenarios to test hypotheses, analysing results, and making data-driven decisions,

#### **Unit 5: Fundraising Strategies, Sources and Startup**

Introduction to Fundraising for Entrepreneurs, Bootstrapping and Self-Financing, Financial Planning and Budgeting for Entrepreneurs, Cash Flow Management and Working Capital Optimization , Meaning and types of startups firm, registration process, Market funds for startup

#### **Unit 6: Crowdfunding and Alternative Financing**

Crowdfunding: Types, Platforms, and Best Practices, Peer-to-Peer Lending, Microfinancing, Strategic Partnerships and Joint Ventures, Social Impact Investing and Corporate Social Responsibility

#### **Unit 7: Investor Relations and Communications**

Building and Maintaining Investor Relationships, Effective Communication Strategies for Investors, Reporting Financial Performance and Progress, Navigating Difficult Conversations and Negotiations .

### **Recommended Textbooks**

1. Baron, R. A., & Shane, S. A. (2008). Entrepreneurship: A process perspective. Cengage Learning.
2. Gupta, V. K., & Batra, S. (2016). Entrepreneurship: New Venture Creation (1<sup>st</sup> ed.). Pearson.
3. Neck, H. M., Neck, C. P., & Murray, E. L. (2017). Entrepreneurship: The practice and mindset. SAGE Publications
4. Dweck, C. S. (2006). Mindset: The new psychology of success. Ballantine Books
5. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.
6. Bornstein, David. (2003). How to change the world : social entrepreneurs and the power of new ideas. Oxford ; New York : Oxford University Press.

### **Suggested Readings**

1. Shane, S. A. (2003). A general theory of entrepreneurship: The individual opportunity nexus. Edward Elgar Publishing.
2. Sarasvathy, S. D. (2009). Effectuation: Elements of entrepreneurial expertise. Edward Elgar Publishing.

## 2<sup>nd</sup> Year

### Project Feasibility and Marketing Skills

Code: 73011205

#### Course Educational Objectives:

- Understand the fundamental concepts and importance of project feasibility in entrepreneurship.
- Evaluate different types of feasibility studies including technical, financial, market, organizational and operational
- Analyze the role of marketing research in business idea validation and customer segmentation.
- Apply practical marketing skills such as product positioning, pricing, and promotion for new ventures.
- Develop a feasibility report and basic marketing plan for a proposed product/service idea.

#### Unit 1 Introduction to Project Feasibility

- Definition and Importance of Project Feasibility
- Components of a Feasibility Study
- Role of Entrepreneurs and Managers in Feasibility Analysis

#### Unit 2 Types of Feasibility Studies

- Porters five forces Model
- Technical Feasibility: Resources, Technology, Location
- Financial Feasibility: Cost Estimation, Break-even Analysis, ROI, DuPont analysis, Market Feasibility: Demand-Supply Analysis, Competitor Analysis
- Operational Feasibility

#### Unit 3 Market Research and Analysis

- Market Research Methods: Surveys, Interviews, Secondary Data
- SWOT & PESTLE Analysis for Project Feasibility
- Consumer Behavior and Market Trends
- Role of primary and secondary data, Quantitative and Qualitative Research, Sampling

#### Unit 4 Financial Planning and Risk Analysis

- Budgeting and Cost Control
- Funding Sources: Bank Loans, Angel Investors, Crowdfunding
- Risk Assessment and Contingency Planning

#### Unit 5 Marketing Skills for Project Success

- Marketing Strategies: Product Positioning, Branding, Pricing
- Digital Marketing: Social Media, SEO, Email Marketing
- Sales & Negotiation Techniques for Business Development

#### Recommended Textbooks

1. “Entrepreneurship: Successfully Launching New Ventures” by Bruce R. Barringer & Duane Ireland – Pearson
2. “Marketing Management” by Philip Kotler – Pearson
3. “Feasibility Analysis for Entrepreneurs” by Harold R. Bierman – South-Western
4. “Business Planning and Market Strategy” by E.K. Valentin – Pearson

## Suggested Readings

1. **“The Startup Owner’s Manual”** by Steve Blank – Wiley
  2. **“Marketing for Entrepreneurs”** by Frederick G. Crane – SAGE
  3. **Harvard Business Review Articles** on feasibility, go-to-market strategy
  4. **Startup India Toolkit** (Govt. of India) – Guidelines and templates for business feasibility
  5. **Journals:**
    - *Journal of Business Venturing*
    - *International Journal of Project Management*
    - *Journal of Marketing Research*
- 

## 3<sup>rd</sup> Year

### IDEA TO MINIMUM VIABLE PRODUCT

**CODE: - 73011306**

#### Course Educational Objectives:

- Understand the process of identifying, evaluating, and validating start-up ideas.
- **Apply design thinking** and Apply customer discovery methods to develop user-centric solutions.
- Develop prototypes and MVPs to test product-market fit with early adopters.
- Present a validated MVP along with key learning outcomes and pivot decisions.

#### Unit 1

#### Idea Generation & Opportunity Recognition

- Characteristics of a good startup idea
- Sources of innovation and ideation techniques
- Identifying market gaps and user pain points
- Screening and evaluating ideas

#### Unit 2

#### **Design Thinking** & Customer Discovery

- **Introduction to design thinking framework**
- **Empathy mapping and user personas**
- Defining problem statements
- Conducting interviews and observations

#### Unit 3

#### Problem-Solution Fit

- Formulating hypotheses and assumptions
- Problem validation techniques
- Creating value propositions
- Early adopter identification

## Unit 4    **MVP Development**

- Types of MVPs: Concierge, Wizard of Oz, Landing Page, etc.
- Prototyping tools and low-code platforms
- Building MVP with minimal features
- Testing MVP with real users

## Unit 5    **Product-Market Validation & Iteration**

- Feedback collection methods
- Metrics to measure traction and success (AARRR model)
- Pivot vs. persevere decision-making
- Iteration and refining MVP

### Recommended Textbooks:

1. **“The Lean Startup”** by Eric Ries
2. **“Value Proposition Design”** by Alexander Osterwalder, Yves Pigneur
3. **“Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days”** by Jake Knapp
4. **“Testing Business Ideas”** by David J. Bland & Alex Osterwalder

### Suggested Readings:

- Journals: *International Journal of Innovation Management*, *MIT Sloan Management Review*, *Harvard Business Review*
- Tools: Miro, Canva, Figma, Bubble, Glide, Notion, Typeform

## **4th Year**

# **STARTUP PROJECT**

**CODE: - 73011407**

### **Course Educational Objectives:**

- Identify viable business opportunities based on market needs and personal competencies.
- Conduct detailed feasibility studies (technical, market, financial, and organizational).
- Develop a comprehensive business model and value proposition.
- Apply innovation, design thinking, and prototyping to develop a minimum viable product (MVP).
- Pitch a startup idea to stakeholders through effective presentation, documentation, and validation techniques.

### **Unit 1      Startup Opportunity Identification**

- Introduction to entrepreneurship and startups
- Identifying pain points, market gaps, and customer needs
- Techniques: Design Thinking, SCAMPER, Trend Analysis
- Team formation and role allocation

### **Unit 2      Feasibility Analysis**

- Technical, financial, market, and organizational feasibility
- Business environment scanning (PESTEL, SWOT)
- Customer discovery and validation
- MVP concept and assumptions testing

### **Unit 3      Business Model Development**

- Introduction to Business Model Canvas
- Value proposition design
- Revenue models, cost structures
- Competitive analysis

### **Unit 4      Product Development & MVP Creation**

- Prototype development and testing
- Design thinking and user feedback
- Lean startup methodology
- Iteration and refinement of the solution

### **Unit 5      Go-to-Market & Pitching**

- Branding and marketing strategies
- Go-to-market plan and customer acquisition
- Preparing pitch deck and financials
- Presentation to mentors/investors/incubators

## Recommended Textbooks

1. *The Startup Owner's Manual* – Steve Blank
2. *Business Model Generation* – Alexander Osterwalder & Yves Pigneur
3. *Running Lean* – Ash Maurya
4. *Design a Better Business* – Patrick Van Der Pijl

## Suggested Readings & Tools

- *Harvard Business Review* on Startups and Innovation
- *Lean Startup* by Eric Ries
- *Wadhvani Foundation NEN Modules*
- *Startup India Toolkit*
- Business Model Canvas Tool – [strategyzer.com](https://strategyzer.com)
- Canva, Figma (for prototyping), Google Forms (for validation)



# **Swarnnim Startup and Innovation University**

## **IE Course on BHMS BAMS**

**2019-2020**

### **1<sup>st</sup> Year**

#### **Course- Introduction to Innovation and Entrepreneurship**

#### **Subject code- 73011104**

Course Description: This course provides an overview of the essential aspects of entrepreneurship, equipping students with the knowledge and skills required to identify opportunities, develop innovative business models, and launch successful ventures. The course combines theoretical lectures with practical sessions, enabling students to gain hands-on experience in developing their entrepreneurial projects.

#### **Learning Objectives**

Students of this course should be able to:

- Understand fundamental concepts and principles of entrepreneurship, including opportunity recognition and value creation.
- Develop an entrepreneurial mindset and skills that will enable them to identify, evaluate, and pursue viable business opportunities with confidence.
- Formulate comprehensive financial plans and understanding funding sources
- Understand importance of relationship building with investors and how to negotiate with investor

#### **Unit 1: Introduction to Entrepreneurship and Entrepreneurial Mindset**

Understanding Entrepreneurship: Concepts and Importance, why be an entrepreneur? Traits of Successful Entrepreneurs, Types of Entrepreneurs (entrepreneurs as leaders), Importance of Entrepreneurship in India, resource management, Entrepreneurial Mindset, Introduction to Entrepreneurial Mindset, Key Dimensions of Entrepreneurial Mindset, and its role in Entrepreneurial Success.

#### **Unit 2: Foundations of Creativity and Innovation**

Foundations of Creativity and Innovations, Creative thinking process, developing a creative mindset, and overcoming creative blocks. Types of Innovation: Incremental, Disruptive, and Radical. The Innovation Process: from idea to execution, managing risk and uncertainty in innovation, measuring innovation success. Creativity and Idea Generation Exercises, such as brainstorming, SCAMPER, and Random word association, as well as Exploring Types of Innovation through Case Studies.

#### **Unit 3: Business Opportunities Identification**

Identifying, Evaluating Business Opportunities and Generating Ideas, Concept of Empathy and Design Thinking, Identifying opportunities for social entrepreneurship. Feasibility & Viability Analysis, Difference between business Idea and business opportunities, Business environment, **Types of business and developing successful business idea**

#### **Unit 4: Innovate and Iterate: The Power of Lean Startups**

Overview of the Lean Startup Methodology and its Principles, Understanding the concepts like Split Testing, Pivot, Business-Measure-Learn (BML) and Minimum Viable Product (MVP), Designing market scenarios to test hypotheses, analysing results, and making data-driven decisions,

#### **Unit 5: Fundraising Strategies, Sources and Startup**

Introduction to Fundraising for Entrepreneurs, Bootstrapping and Self-Financing, Financial Planning and Budgeting for Entrepreneurs, Cash Flow Management and Working Capital Optimization , Meaning and types of startups firm, registration process, Market funds for startup

#### **Unit 6: Crowdfunding and Alternative Financing**

Crowdfunding: Types, Platforms, and Best Practices, Peer-to-Peer Lending, Microfinancing, Strategic Partnerships and Joint Ventures, Social Impact Investing and Corporate Social Responsibility

#### **Unit 7: Investor Relations and Communications**

Building and Maintaining Investor Relationships, Effective Communication Strategies for Investors, Reporting Financial Performance and Progress, Navigating Difficult Conversations and Negotiations .

### **Recommended Textbooks**

1. Baron, R. A., & Shane, S. A. (2008). Entrepreneurship: A process perspective. Cengage Learning.
2. Gupta, V. K., & Batra, S. (2016). Entrepreneurship: New Venture Creation (1<sup>st</sup> ed.). Pearson.
3. Neck, H. M., Neck, C. P., & Murray, E. L. (2017). Entrepreneurship: The practice and mindset. SAGE Publications
4. Dweck, C. S. (2006). Mindset: The new psychology of success. Ballantine Books
5. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.
6. Bornstein, David. (2003). How to change the world : social entrepreneurs and the power of new ideas. Oxford ; New York : Oxford University Press.

### **Suggested Readings**

1. Shane, S. A. (2003). A general theory of entrepreneurship: The individual opportunity nexus. Edward Elgar Publishing.
2. Sarasvathy, S. D. (2009). Effectuation: Elements of entrepreneurial expertise. Edward Elgar Publishing.

## 2<sup>nd</sup> Year

### Project Feasibility and Marketing Skills

Code: 73011205

#### Course Educational Objectives:

- Understand the fundamental concepts and importance of project feasibility in entrepreneurship.
- Evaluate different types of feasibility studies including technical, financial, market, organizational and operational
- Analyze the role of marketing research in business idea validation and customer segmentation.
- Apply practical marketing skills such as product positioning, pricing, and promotion for new ventures.
- Develop a feasibility report and basic marketing plan for a proposed product/service idea.

#### Unit 1 Introduction to Project Feasibility

- Definition and Importance of Project Feasibility
- Components of a Feasibility Study
- Role of Entrepreneurs and Managers in Feasibility Analysis

#### Unit 2 Types of Feasibility Studies

- Porters five forces Model
- Technical Feasibility: Resources, Technology, Location
- Financial Feasibility: Cost Estimation, Break-even Analysis, ROI, DuPont analysis, Market Feasibility: Demand-Supply Analysis, Competitor Analysis
- Operational Feasibility

#### Unit 3 Market Research and Analysis

- Market Research Methods: Surveys, Interviews, Secondary Data
- SWOT & PESTLE Analysis for Project Feasibility
- Consumer Behavior and Market Trends
- Role of primary and secondary data, Quantitative and Qualitative Research, Sampling

#### Unit 4 Financial Planning and Risk Analysis

- Budgeting and Cost Control
- Funding Sources: Bank Loans, Angel Investors, Crowdfunding
- Risk Assessment and Contingency Planning

#### Unit 5 Marketing Skills for Project Success

- Marketing Strategies: Product Positioning, Branding, Pricing
- Digital Marketing: Social Media, SEO, Email Marketing
- Sales & Negotiation Techniques for Business Development

#### Recommended Textbooks

1. “Entrepreneurship: Successfully Launching New Ventures” by Bruce R. Barringer & Duane Ireland – Pearson
2. “Marketing Management” by Philip Kotler – Pearson
3. “Feasibility Analysis for Entrepreneurs” by Harold R. Bierman – South-Western
4. “Business Planning and Market Strategy” by E.K. Valentin – Pearson

## Suggested Readings

1. **“The Startup Owner’s Manual”** by Steve Blank – Wiley
  2. **“Marketing for Entrepreneurs”** by Frederick G. Crane – SAGE
  3. **Harvard Business Review Articles** on feasibility, go-to-market strategy
  4. **Startup India Toolkit** (Govt. of India) – Guidelines and templates for business feasibility
  5. **Journals:**
    - *Journal of Business Venturing*
    - *International Journal of Project Management*
    - *Journal of Marketing Research*
- 

## 3<sup>rd</sup> Year

### IDEA TO MINIMUM VIABLE PRODUCT

**CODE: - 73011306**

#### Course Educational Objectives:

- Understand the process of identifying, evaluating, and validating start-up ideas.
- **Apply design thinking** and Apply customer discovery methods to develop user-centric solutions.
- Develop prototypes and MVPs to test product-market fit with early adopters.
- Present a validated MVP along with key learning outcomes and pivot decisions.

#### Unit 1

#### Idea Generation & Opportunity Recognition

- Characteristics of a good startup idea
- Sources of innovation and ideation techniques
- Identifying market gaps and user pain points
- Screening and evaluating ideas

#### Unit 2

#### **Design Thinking** & Customer Discovery

- **Introduction to design thinking framework**
- **Empathy mapping and user personas**
- Defining problem statements
- Conducting interviews and observations

#### Unit 3

#### Problem-Solution Fit

- Formulating hypotheses and assumptions
- Problem validation techniques
- Creating value propositions
- Early adopter identification

## Unit 4    **MVP Development**

- Types of MVPs: Concierge, Wizard of Oz, Landing Page, etc.
- Prototyping tools and low-code platforms
- Building MVP with minimal features
- Testing MVP with real users

## Unit 5    **Product-Market Validation & Iteration**

- Feedback collection methods
- Metrics to measure traction and success (AARRR model)
- Pivot vs. persevere decision-making
- Iteration and refining MVP

### Recommended Textbooks:

1. **“The Lean Startup”** by Eric Ries
2. **“Value Proposition Design”** by Alexander Osterwalder, Yves Pigneur
3. **“Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days”** by Jake Knapp
4. **“Testing Business Ideas”** by David J. Bland & Alex Osterwalder

### Suggested Readings:

- Journals: *International Journal of Innovation Management*, *MIT Sloan Management Review*, *Harvard Business Review*
- Tools: Miro, Canva, Figma, Bubble, Glide, Notion, Typeform

## **4th Year**

# **STARTUP PROJECT**

**CODE: - 73011407**

### **Course Educational Objectives:**

- Identify viable business opportunities based on market needs and personal competencies.
- Conduct detailed feasibility studies (technical, market, financial, and organizational).
- Develop a comprehensive business model and value proposition.
- Apply innovation, design thinking, and prototyping to develop a minimum viable product (MVP).
- Pitch a startup idea to stakeholders through effective presentation, documentation, and validation techniques.

### **Unit 1      Startup Opportunity Identification**

- Introduction to entrepreneurship and startups
- Identifying pain points, market gaps, and customer needs
- Techniques: Design Thinking, SCAMPER, Trend Analysis
- Team formation and role allocation

### **Unit 2      Feasibility Analysis**

- Technical, financial, market, and organizational feasibility
- Business environment scanning (PESTEL, SWOT)
- Customer discovery and validation
- MVP concept and assumptions testing

### **Unit 3      Business Model Development**

- Introduction to Business Model Canvas
- Value proposition design
- Revenue models, cost structures
- Competitive analysis

### **Unit 4      Product Development & MVP Creation**

- Prototype development and testing
- Design thinking and user feedback
- Lean startup methodology
- Iteration and refinement of the solution

### **Unit 5      Go-to-Market & Pitching**

- Branding and marketing strategies
- Go-to-market plan and customer acquisition
- Preparing pitch deck and financials
- Presentation to mentors/investors/incubators

## Recommended Textbooks

1. *The Startup Owner's Manual* – Steve Blank
2. *Business Model Generation* – Alexander Osterwalder & Yves Pigneur
3. *Running Lean* – Ash Maurya
4. *Design a Better Business* – Patrick Van Der Pijl

## Suggested Readings & Tools

- *Harvard Business Review* on Startups and Innovation
- *Lean Startup* by Eric Ries
- *Wadhvani Foundation NEN Modules*
- *Startup India Toolkit*
- Business Model Canvas Tool – [strategyzer.com](https://strategyzer.com)
- Canva, Figma (for prototyping), Google Forms (for validation)

**2020-21**

**IE SYLLABUS**





**Swarnim Start-Up and Innovation University**  
**Department of Innovation and Entrepreneurship (IE)**

**Syllabus of 3 Year Degree Course**

**Effective from Even Semester, 2021**

**Course: Orientation Program in Start-up and Entrepreneurship**

**Semester– I**

**Course Code: 12300009**

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**1) Introduction:**

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on seeding the entrepreneurial spirit and making them ready for opportunities exploration and idea identification by motivating and mentoring them. The students will be able to explore the risk and rewards associated with entrepreneurship.

Through case studies and guest speakers, they can understand the entrepreneurship and its process, various opportunities, entrepreneurial ecosystem, influencing factors, entrepreneurial characteristics, different personality traits, developing entrepreneurial mindset, and university support for start-ups and new enterprise.

**2) The course has the following objectives:**

- Increase the understanding of entrepreneurship, entrepreneur and enterprise.
- Identify the various influencing factors associated with entrepreneurship process.
- Understanding the role of the entrepreneurship ecosystem and entrepreneurship education.
- Understanding entrepreneurial personality traits and entrepreneurial skills.
- Understating the concept of creativity and innovation.
- Identify the new venture possibilities/entrepreneurial opportunities: especially in emerging economy context.
- Developing an understanding of best techniques for idea generation and opportunities exploration.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- Apply the basic principles of entrepreneurship
- Distinguish the concepts of the entrepreneurship ecosystem, entrepreneurship education, and various entrepreneurial opportunities.
- Understanding various individual attributes of entrepreneurial personality traits, entrepreneurial characteristics, behavioural attributes and importance of creativity and innovation.
- Develop an understanding of best techniques for idea generation and opportunities exploration.

### 4) Teaching Methods and Course Materials:

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion.
- Guest speakers from 'Startups' will share their entrepreneurial journey.

### 5) Individual/Group Presentation:

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

### 6) Cases for Class Presentation:

Sl. No.	Title of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

**8) Assessment Components:** The assessment of this course will be based on following parameters:

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

**9) Course Outlines (1<sup>st</sup> Semester) (Total 36 Hrs.)**

**Unit 1 Entrepreneurship and Startup: An Overview**

**(08 Hrs.)**

Introduction to Entrepreneurship: Meaning, Role of Entrepreneur, Entrepreneurial Process: different approaches, Motivation for becoming an Entrepreneur, Importance of Entrepreneurship, Functions of an Entrepreneur, Types of Entrepreneur, Issues & Problems in Entrepreneurial Practices.

**Unit 2 Entrepreneurial Characteristics and Personality Traits**

**(05 Hrs.)**

Characteristics of Entrepreneurship: Innovator, Risk taker, Curious, Imaginative, Persistent, Goal setting, Hardworking, Managerial skills, Research Skills, Soft skills and Innovator.

**Unit 3 Types of Startup Firms and Registration Process**

**(12 Hrs.)**

Introduction to Startup, Origin of Startup Ecosystem, Types of Startup Firms, Definition of Startup India, Startup India Action Plan: Proposed Schemes and Incentives, Startup India Network, Schemes and Policies: Central and State Government, Registration Process, Prospects & Challenges in Startup India.

**Unit 4 Creativity and Innovation for Startup**

**(05 Hrs.)**

Introduction to Innovation, Types of Innovations, Sources of Innovation, Innovation variables, Innovative Practices, Role of creativity in innovation.

### **Unit 5 Identifying and analyzing Business Opportunities**

**(06 Hrs.)**

Understanding business and environment, Opportunity identification: Business opportunities based on existing industries, Demand/market driven opportunities. Sources of information for opportunity.

### **10) Reference Material (1<sup>st</sup> Semester)**

#### **Text Books:**

- a) S.S. Khanka, Gupta. C.B. (2017). Entrepreneurship & Small Business Management, Sultan Chand and Sons, Since 1950.
- b) Sami Uddin (1989). Entrepreneurship Development in India, Delhi, Mittal Publications.
- c) Desai, V. (2011). Dynamics of Entrepreneurial Development Management: Planning for future sustainable growth. (6<sup>th</sup> edition). Himalaya Publishing House.

#### **Reference Books:**

- a) Dr. Bhatia.R.C., (2020). Entrepreneurship: Business and Management, Sultan Chand and Sons.
- b) Bruce R. Barringer, R Duane Ireland(2018). Entrepreneurship: Successfully Launching New Ventures (6<sup>th</sup> edition). Pearson Education Publishing.
- c).Janakiram. B., Rizwana. M. (2011). Entrepreneurship development: Text and cases. Excel Books.
- d) Khanna. S.S., (2011), Entrepreneurial Development: Text & Cases, Excel Books.

**Journals:**

1. Journal of Entrepreneurship
2. Journal of Small Business Management
3. Journal of Entrepreneurship & Management
4. AMC Indian Journal of Entrepreneurship

**Websites:**

1. <https://www.startupindia.gov.in>

(Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India)

2. <http://www.startupgujarat.in/>

(Startup Cell Gujarat, Industries Commissionerate, Government of Gujarat)

3. <https://www.entrepreneur.com/>

4. <https://www.econlib.org>

5. <https://www.oberlo.in/>

**11) Instructions:**

**Assignment- Business opportunities identification and Idea generation for Start-Up related to any industry/sector.**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



### 1) Introduction:

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on seeding the entrepreneurial spirit and makes them ready for idea identification, opportunities exploration, feasibility analysis, and provide them mentoring and ecosystem support.

Through case studies, market survey and guest speakers, the students can understand the entrepreneurship and its process, various opportunities, entrepreneurial ecosystem, various influencing factors, developing entrepreneurial mindset, and university support for start-ups and new enterprise.

### 2) The course has the following objectives:

- Identifying best techniques for idea generation and opportunities exploration from start-up perspective.
- Understanding the importance of market research and project feasibility analysis for start-ups.
- Designing a business model as a framework for finding a systematic way to unlock long-term value for an organization.
- Uncovering several types of feasibility analysis.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- Develop an understanding of best techniques for idea generation, opportunities exploration, and market research.

- Check technical, market, financial and other types of Feasibility of their business idea.
- Develop business model to describe the rationale of how an organization creates, delivers, and captures value
- Conduct the customer's survey to know the need of their business idea.

#### **4) Teaching Methods and Course Materials:**

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion.
- Guest speakers from 'Startups' will share their entrepreneurial journey.

#### **5) Individual/Group Presentation:**

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their Presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### **6) Cases for Class Presentation:**

Sl. No.	Title of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

## 8) Assessment Components:

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

## 9). Course Outlines (2<sup>nd</sup> Semester) (Total 36 Hrs.)

### Unit 1 Developing Successful Business Idea

(08 Hrs.)

Business idea: Overview, Idea Generation techniques: SCAMPER, Focus groups, Reverse Brainstorming, Brain Writing, Problem Inventory analysis, Creative problem solving, Gordon Method, Checklist Method, Free Association, Collective notebook Method, Attribute Listing. Selection of business idea.

### Unit 2 Developing Effective Business Model

(10 Hrs.)

Introduction to business model, Types of business model, Developing and testing a business model, Business modeling process, Business model canvas, Reinventing business model.

### Unit 3 Feasibility Analysis

(06 Hrs.)

Concept of feasibility analysis, types of feasibility analysis: product/service feasibility, industry/target market feasibility, organizational feasibility, financial feasibility, entrepreneur feasibility, role of feasibility analysis in developing business idea.

### Unit 4 Market Research

(12 Hrs.)

Market Research: Introduction, Need of market research, Market research process, Data collection sources and methods, Questionnaire designing, Sampling, Data analysis and interpretation, Report writing.



## **10 (II). Reference Material (2<sup>nd</sup> Semester)**

### **Text Books:**

- a) Naresh K. Malhotra and Satyabhusan Das, (2019). Marketing Research: An Applied Orientation (Seventh Edition), Pearson Education.
- b) Kothari C.R., Garg Gaurav, (2019). Research Methodology: Methods and Techniques (Fourth edition). New Age International Publishers.
- c) Krishnaswamy. O.R., Ranganatham, M. (2016). Research methodology in Social sciences,, Himalaya Publication.
- d) Arya Kumar (2012). Entrepreneurship: Crating and Leading an Entrepreneurial Organization. Pearson Education.
- e) Shajahan, S. (2000). Research Methods for Management. Jaico Publishing House.

### **References:**

### **Magazine:**

1. Enterprise & Industry Magazine
2. Black Enterprise Magazine

### **Journals:**

1. International Small Business Journal
2. International Journal of Management and Enterprise Development, 2015

### **Websites:**

1. <https://www.entrepreneur.com/>
2. <https://www.businessmodelsinc.com/>
3. <https://www.imsmarketing.ie/>
4. <https://www.designorate.com/a-guide-to-the-scanner-technique-for-creative-thinking/>

## **11) Instructions:**

**Assignment- Conducting Market Survey to check the need of product idea in market.**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



### 1) Introduction:

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. This course will introduce the concept of intellectual property and explain how it creates value. The students will learn about the major forms of intellectual property protection- copyright, trademarks, and patents, as well as alternative forms of intellectual property protection.

Through case studies, library readings and guest speakers, the course is designed to educate the IPR enthusiasts and inventors regarding the basics of IPR and enable them to clearly differentiate between the different types of IPRs.

### 2) The course has the following objectives:

- To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
- To disseminate knowledge on patents, patent regime in India and registration aspects.
- To disseminate knowledge on copyrights and its related rights and registration aspects.
- To disseminate knowledge on trademarks and registration aspects.
- To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects.
- To make them aware about current trends in IPR and Govt. steps in fostering IPR.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- The students once they complete their academic projects, shall get an adequate knowledge on patent and copyright for their innovative research works.

- During their research career, information in patent documents provide useful insight on novelty of their idea from state-of-the art search. This provide further way for developing their idea or innovations.
- Pave the way for the students to catch up Intellectual Property(IP) as an career option as a R&D IP Counsel, Government Jobs as Patent Examiner, Private Jobs in any corporate, Patent agent and Trademark agent and as an Entrepreneur.

#### **4) Teaching Methods and Course Materials:**

- The course will include Interactive lectures, solving case studies, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion.
- Guest speakers from 'Startups' will share their entrepreneurial journey.

#### **5) Individual/Group Presentation:**

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their Presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### **6) Cases for Class Presentation:**

Sl. No.	Title of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

## 8) Assessment Components:

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

## 9). Course Outlines (3<sup>rd</sup> Semester) (Total 36 Hrs.) [Govt. of Gujarat]

**Unit 1 Introduction:** Knowledge creation, Innovation and Intellectual Property Rights, Concept of Intellectual Property, Historical view of Intellectual Property system in India and International Scenario, Evolution of Intellectual Property Laws in India, Legal basis of Intellectual Property Protection, Need for Protecting Intellectual Property, Theories on concept of property - Public Vs. Private, Tangible Vs. Intangible, Industrial Vs. Intellectual, Major IP Laws in India, Types of IPR – Patents – Copyright – Trademark – Industrial Designs – Trade Secrets – Geographical Indications

**Unit 2 Patents:** Concept of Patent, Criteria of Patentability, Inventions NOT patentable, Process of Obtaining a Patent, Duration of Patents, Rights of Patentee, Limitation of rights, Infringement and Enforcement

**Unit 3 Copyrights:** Meaning of Copyright, Copyright Vs. Moral rights, Copyright eligibility, Term of Copyright, Registration of Copyright, Infringement and Remedies

**Unit 4 Trademark:** Meaning of Trademark, Criteria for trademark, Protection of Well-known marks, Concept of distinctiveness, Procedure for Trademark Registration, Term of protection, Infringement and Remedies

**Unit 5 Industrial Designs:** Meaning of Industrial Designs, Subject matter of Design, Exclusion of Designs, Novelty and Originality, Rights in Industrial Designs: Nature, Acquisition and duration of rights, Infringement and Enforcement Mechanisms

**Unit 6 Semiconductor Integrated Circuits Layout Design:** Concept of SICLDR, Criteria of SICLDR, Rights in SICLDR, Procedure for registration of Lay-out Design, Infringement and Enforcement Mechanisms

**Unit 7 Geographical Indications:** Meaning of GI, Difference between GI and Trade Marks, Concept of Authorized user, Infringement, Offences & Penalties

**Unit 8 Plant Varieties Protection:** Protection of Plant Varieties and Farmer's rights, GM Corps, Objectives of Plant Varieties Act, registration of Plant Varieties, Duration and effect of Registration, Infringement, Offences, Remedies

**Unit 9 Trade Secrets:** Meaning of Trade Secrets, Need to protect Trade secrets, Essentials and Misuse of Trade Secrets, Criteria of Protection, Procedure for registration, Infringement

**Unit 10 Commercialization of IPR:** Traditional IP and Evolving IP, Assignment, Licensing, Cross License, Patent Pool, Negotiations, Defensive Publications, Technical Disclosures, Patent Pooling, Patent Trolling, Brand Management, Brand and Pricing Strategies, Patent Mining, Patent Landscaping and Patent Mapping

#### **10) Reference Material: (3<sup>rd</sup> Semester)**

##### **Text book:**

1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.

##### **Reference book:**

1. Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.

##### **E-resources:**

1. Subramanian, N., & Sundararaman, M. (2018). Intellectual Property Rights – An Overview. Retrieved from <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>

2. World Intellectual Property Organisation. (2004). WIPO Intellectual property Handbook. Retrieved from [https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo\\_pub\\_489.pdf](https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf)

**Reference Journal:**

Journal of Intellectual Property Rights (JIPR): NISCAIR

**Useful Websites:**

1. Cell for IPR Promotion and Management (<http://cipam.gov.in/>)
2. World Intellectual Property Organisation (<https://www.wipo.int/about-ip/en/>)
3. Office of the Controller General of Patents, Designs & Trademarks (<http://www.ipindia.nic.in/>)

**11) Instructions:**

**Assignment- Undertaking Innovative academic research project and integrating the IPR process in their research work.**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



### 1) Introduction:

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on fund raising, financial structure development, provides mentors network and industrial collaboration. It also uncovers several chapters on product development, preparing pitch deck and learning company formation procedure in India for start-ups.

Through case studies, student research and guest speakers, students will be able to market their product in market, pitch their idea to investors and register their company by considering legal and ethical aspects of business.

### 2) The course has the following objectives:

- Increase the understanding of entrepreneurial finance and financial support for start-ups.
- Understanding the role new product innovation for start-ups.
- Understand triple helix model of innovation.
- Identify the role of start-up ecosystem partners: university ecosystem and different stakeholders.
- Understand pitching and negotiation strategies for start-ups
- Understand new product design and market positioning

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- Apply the basic principles of entrepreneurial finance.
- Understanding of new product design and development.



- Understanding the importance of industrial collaboration and triple helix model for industrial innovation.
- Understanding the importance of industrial collaboration and triple helix model for industrial innovation.
- Understand various market funds for start-ups.
- Register any one form of business.
- Make pitch deck to present business idea to different stakeholders.

#### **4) Teaching Methods and Course Materials:**

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion
- Guest speakers from 'Startups' who will share their entrepreneurial journey.

#### **5) Individual/Group Presentation:**

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### **6) Cases for Class Presentation:**

Sl. No.	Title of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

**8) Assessment Components:**

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

**9) Course Outlines (4<sup>th</sup> Semester) (Total 36 Hrs.)**

**Unit 1 Product Management (08 Hrs.)**

Product design: Meaning, Product design issues, Key factors related to design decisions, New product development process. Prototyping: Overview, Methods of Prototyping, Difference between MVP, POC, Prototype & Product.

**Unit 2 Entrepreneurial Finance: An overview (10 Hrs.)**

Fundraising: Overview, Different stages of fundraising, Sources of Start-Up Capital, Introduction to entrepreneurial finance, Types of financial statements, Interpreting Balance Sheet, Break even analysis.

**Unit 3 Infrastructural Support for Entrepreneurship (03 Hrs.)**

Triple Helix Structure Model for Innovation and Entrepreneurship, University-based technology transfer.

**Unit 4 Pitching Investors and Business Negotiation (08 Hrs.)**

Pitching: Meaning, Importance, Component of Pitch Deck, Negotiation: Meaning, Negotiation stages, Primary Negotiation Strategies. Presentation skills: Importance, Designing and delivering effective business presentations.

## **Unit 5 Company Formation**

**(07 Hrs.)**

Formation of business entity: Introduction, Forms of business entity: Proprietorship, Partnership and Corporation, Steps for incorporation of private/public limited company, procedure for setting up a business in India.

### **10) Reference Books (4<sup>th</sup> Semester)**

- a) Smith, Janet, Smith, Richard, Bliss, Richard (2011). Entrepreneurial Finance\_ Strategy, Valuation, and Deal Structure-Stanford Economics and Finance.
- b) Paul Pignataro( 2013).Financial Modeling and Valuation, Wiley publisher.
- c) James McNeill Stancill (2003). Entrepreneurial Finance for New and Emerging Businesses-South-Western College Pub.
- d) Philip J. Adelman, Alan M. Marks (2013). Entrepreneurial Finance, Prentice Hall.
- e) Drucker, P. (2014). Innovation and entrepreneurship. Routledge.
- f) Etzkowitz, H., & Zhou, C. (2017). The triple helix: University–industry–government innovation and entrepreneurship. Routledge.
- g) Ulrich, K. T. (2003). Product design and development. Tata McGraw-Hill Education.
- h) Cremades, A. (2016). The art of startup fundraising: pitching investors, negotiating the deal, and everything else entrepreneurs need to know. John Wiley & Sons.

### **11) Instructions:**

**Assignment- Development of Business Idea into a working Prototype as well as Developing financial plan and funding proposal for startup.**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR

Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



**1) Introduction:**

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on developing business plan, scalability and growth for incubated start-ups and succession planning of any enterprise.

Through case studies and guest speakers, the students can learn making business plan for achieving short term and long term objectives, developing business model and will be able to manage the scalability of a venture.

**2) The course has the following objectives:**

- Increase the understanding of Start-up scalability.
- Understanding of sustainable business model development.
- Creating business growth plan.
- Understanding the succession planning of a venture.

**3) Course Outcomes**

Upon successful completion of this course, a student will be able to:

- Apply the basic principles of Start-up scalability
- Understanding various individual attributes of strategic business plan development
- Develop strategies for start-ups growth.
- Experience real world financial modeling and valuation through IPO.

**4) Teaching Methods and Course Materials:**

The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.

- Some cases are identified which students will read and prepare for the discussion
- Guest speakers from 'Startups' will share their entrepreneurial journey.

### 5) Individual/Group Presentation:

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

### 6) Cases for Class Presentation:

Sl. No.	Title of the Case	Students' Names

5) **Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

### 6) Assessment Components:

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

## **9) Course Outlines (5<sup>th</sup> Semester) (Total 36 Hrs.)**

### **Unit 1 Business plan preparation for new ventures**

**(06 Hrs.)**

Business plan: introduction, Benefits of business plan, Elements of a business plan, Mistakes to avoid in making business plan, Updating the business plan.

### **Unit 2 Branding and Promotion strategies for startups**

**(08 Hrs.)**

Introduction to sales and marketing, Difference between sales and marketing, Market Segmentation, Define the Target Market, Marketing mix, Distribution channels: Concept and types, Personal selling process, Definition of branding, Types of brand, Brand elements, IMC tools.

### **Unit 3 Startup Scalability**

**(08 Hrs.)**

Introduction, 4 stages in the life cycle of an entrepreneurial firms, Growth strategies for ventures (market penetration strategies, market development strategies, new geographical market, new demographic market, product development strategies, Diversification strategies), Franchising, licensing, export strategies for growth, Joint Venture, mergers and acquisitions, Leveraged Buyouts.

### **Unit 4 Start-up to IPO**

**(06 Hrs.)**

IPO: Overview, Timing of IPO, Steps of issuing an IPO, Advantages and disadvantages of going IPO, Marketing strategies for IPO.

### **Unit 5 Succession Planning and Ending the venture**

**(08 Hrs.)**

Exit strategies for entrepreneurs, Succession of business, Options of selling the business, Steps for selling a business, Bankruptcy, Liquidation, Turnaround Strategies, Buyouts.

## **10) Reference Books (5<sup>th</sup> Semester)**

### **Main Text Books:**

a) Vijaya Kumar Ivaturi and Meena Ganesh (2020) The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture; Published by: Penguin Enterprises.

- b) S. Anil Kumar (2020), *Small Business and Entrepreneurship*; Published by: Dreamtech Press
- c) Harpreet S. Grover and Vibhore Goyal (2019), *Lets Build A Company* Published by: Penguin Random House India.
- d) Darren Lee-Ross and Conrad Lashley (2009) *Entrepreneurship and Small Business Management in the Hospitality Industry*; Published by: Elsevier Ltd.
- e) Peter S. Cohan (2019), *Scaling Your Startup; Mastering the Four Stages from Idea to \$10 Billion* Published by: Apress publications.
- f) Ian Whiteling (2010), *Start Your Own Business* Published by: Crimson Publishing

### **Reference Books:**

- a) Pankaj Goyal (2017) *Before You Start Up: How to Prepare to Make Your Startup Dream a Reality*; Published by: Fingerprint! Publishing
- b) Frederick-Kuratko (2010). *Entrepreneurship-Theory-Process*; Published by: Cengage Learning Australia Pty Limited.
- c) *Building a Sustainable Business* (2010) Developed by: the Minnesota Institute for Sustainable Agriculture Saint Paul, MN Published by: *Sustainable Agriculture Research and Education (SARE), College Park, MD.*
- d) Anna Kennedy (2015) *Business Development For Dummies*, Published by: John Wiley & Sons, Ltd.
- e) Verne Harnish (2014); *Scaling Up*; Published by: Gazelles, Inc.

### **11) Instructions:**

#### **Assignment- Development of a strategic business plan and its growth strategies**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following



aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



**1) Introduction:**

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The course compels them to finalize any one start-up idea and register a start-up on the same. Such applied learning will help them to make the course experiential. They can integrate classroom knowledge and theory with practical application and skills developed in professional or community settings. They can also bring a wealth of benefits for themselves, for other students as well as for the community while completing a degree and when seeking a career path after studies. The course opens up several gates of opportunities for the students.

**2) The course has the following objectives:**

- To finalise any one start-up idea and register it as start-up.
- To enhance the abilities of students to analyse market demand of the products and decision making process for product development and commercialization.
- To increase the industrial networking and collaborations.
- To enhance the abilities of students to design Financial and Marketing strategies of their start-up.
- To create, develop and strengthen a Brand using IPR.
- To design growth strategies for their Start-up.
- To encourage students for business incubation.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- Initiate a start-up in team.
- Register it as any form of business.
- Develop a team to run the venture.
- Collaborate with government and industry fraternity.
- Generate revenue for them and contribute to society with their problem solving product.

### 4) Teaching Methods and Course Materials:

- The course will include interaction with mentors, startups and venture capitalists, angel investors to strengthen and validate their business idea.

**5) Study Material:** Mentoring from industry fraternity and doubt solving sessions by project guide would suffice the purpose.

### 5) Assessment Components:

Sr. No.	Components	Weightage %
1.	Attendance and Class Participation	10%
2.	Mid-term Examination (Pitch Deck Presentation)	20%
3.	End-term Examination [Start-up Project Report Submission]	50%
4.	Viva-voce on Start-up Project Report	20%

### 7) Project Report Submission:

**Project-** Own Start-up Idea Generation and Business Plan Development

Outline: Start-up Project Report should include-

- Introduction of the start-up idea (Problem and solution)
- SWOT Analysis
- Competitive Scenario Analysis

- Market Research (Study area's demography, demand & supply, customer's survey outcome etc.)
- Institutional Support (Industry/ Government Collaborations)
- Prototype Development and its testing
- Business Plan Development
- Financial strategies (Source of funding, pricing & costing, projected revenue, profit margin etc.)
- Marketing Strategies (4P's, Branding and Promotional strategies)
- Start-up business model and Ecosystem
- IPR
- Growth Strategies
- Findings, future scopes and conclusion
- Bibliography

## **8) Instructions:**

All the student teams have to check their project report for plagiarism, which indicates % similarity of the languages used during drafting, using a good plagiarism checking software. The plagiarism should be below or equivalent to 30%. The 1<sup>st</sup> page of the report generated after online plagiarism check is required to be signed by each of the team members as well as by the respective guide and it should be attached mandatorily in the copies delivered to the College and to the Faculty. The department should keep a copy of these in a file after collecting them from all the teams.

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**Swarnim Start-Up and Innovation University**  
**Department of Innovation and Entrepreneurship (IE)**  
**IE Syllabus of 4 Year Degree Course**

**Effective from Even Semester, 2021**

**Course: Orientation Program in Start-up and Entrepreneurship**

**Semester- I**

**Course Code: 12300001**

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**1. Introduction:**

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on seeding the entrepreneurial spirit and making them ready for opportunities exploration and idea identification by motivating and mentoring them. The students will be able to explore the risk and rewards associated with entrepreneurship.

Through case studies and guest speakers, they can understand the entrepreneurship and its process, various opportunities, entrepreneurial ecosystem, influencing factors, entrepreneurial characteristics, different personality traits, developing entrepreneurial mindset, and university support for start-ups and new enterprise.

**2) The course has the following objectives:**

- Increase the understanding of entrepreneurship, entrepreneur and enterprise.
- Identify the various influencing factors associated with entrepreneurship process.
- Understanding the role of the entrepreneurship ecosystem and entrepreneurship education.
- Understanding entrepreneurial personality traits and entrepreneurial skills.
- Understating the concept of creativity and innovation.
- Identify the new venture possibilities/entrepreneurial opportunities: especially in emerging economy context.
- Developing an understanding of best techniques for idea generation and opportunities exploration.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- Apply the basic principles of entrepreneurship
- Distinguish the concepts of the entrepreneurship ecosystem, entrepreneurship education, and various entrepreneurial opportunities.
- Understanding various individual attributes of entrepreneurial personality traits, entrepreneurial characteristics, behavioural attributes and importance of creativity and innovation.
- Develop an understanding of best techniques for idea generation and opportunities exploration.

### 4) Teaching Methods and Course Materials:

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion.
- Guest speakers from 'Startups' will share their entrepreneurial journey.

### 5) Individual/Group Presentation:

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

### 6) Cases for Class Presentation:

Sl. No.	Name of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

**8) Assessment Components:**

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

**9 (I). Course Outlines (1<sup>st</sup> Semester) (Total 36 Hrs.)**

**Unit 1 Entrepreneurship and Startup: An Overview (08 Hrs.)**

Introduction to Entrepreneurship: Meaning, Role of Entrepreneur, Entrepreneurial Process: different approaches, Motivation for becoming an Entrepreneur, Importance of Entrepreneurship, Functions of an Entrepreneur, Types of Entrepreneur, Issues & Problems in Entrepreneurial Practices.

**Unit 2 Entrepreneurial Characteristics and Personality Traits (05 Hrs.)**

Characteristics of Entrepreneurship: Innovator, Risk taker, Curious, Imaginative, Persistent, Goal setting, Hardworking, Managerial skills, Research Skills, Soft skills and Innovator.

**Unit 3 Types of Startup Firms and Registration Process (12 Hrs.)**

Introduction to Startup, Origin of Startup Ecosystem, Types of Startup Firms, Definition of Startup India, Startup India Action Plan: Proposed Schemes and Incentives, Startup India Network, Schemes and Policies: Central and State Government, Registration Process, Prospects & Challenges in Startup India.

#### **Unit 4 Creativity and Innovation for Startup**

**(05 Hrs.)**

Introduction to Innovation, Types of Innovations, Sources of Innovation, Innovation variables, Innovative Practices, Role of creativity in innovation.

#### **Unit 5 Identifying and analyzing Business Opportunities**

**(06 Hrs.)**

Understanding business and environment, Opportunity identification: Business opportunities based on existing industries, Demand/market driven opportunities. Sources of information for opportunity.

#### **10 (I). Reference Material (1<sup>st</sup> Semester)**

##### **Text Books:**

- a) S.S. Khanka, Gupta. C.B. (2017). Entrepreneurship & Small Business Management, Sultan Chand and Sons, Since 1950.
- b) Sami Uddin (1989). Entrepreneurship Development in India, Delhi, Mittal Publications.
- c) Desai, V. (2011). Dynamics of Entrepreneurial Development Management: Planning for future sustainable growth. (6<sup>th</sup> edition). Himalaya Publishing House.

##### **Reference Books:**

- a) Dr. Bhatia.R.C., (2020). Entrepreneurship: Business and Management, Sultan Chand and Sons.
- b) Bruce R. Barringer, R Duane Ireland(2018). Entrepreneurship: Successfully Launching New Ventures (6<sup>th</sup> edition). Pearson Education Publishing.
- c).Janakiram. B., Rizwana. M. (2011). Entrepreneurship development: Text and cases. Excel Books.
- d) Khanna. S.S., (2011), Entrepreneurial Development: Text & Cases, Excel Books.

##### **Journals:**

- 1. Journal of Entrepreneurship
- 2. Journal of Small Business Management
- 3. Journal of Entrepreneurship & Management
- 4. AMC Indian Journal of Entrepreneurship



**Websites:**

1. <https://www.startupindia.gov.in>

(Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India)

2. <http://www.startupgujarat.in/>

(Startup Cell Gujarat, Industries Commissionerate, Government of Gujarat)

3. <https://www.entrepreneur.com/>

4. <https://www.econlib.org>

5. <https://www.oberlo.in/>

**11) Instructions:**

**Assignment- Business opportunities identification and Idea generation for Startup related to any industry/sector.**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



**1) Introduction:**

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on seeding the entrepreneurial spirit and makes them ready for idea identification, opportunities exploration, feasibility analysis, and provide them mentoring and ecosystem support. Through case studies, market survey and guest speakers, the students can understand the entrepreneurship and its process, various opportunities, entrepreneurial ecosystem, various influencing factors, developing entrepreneurial mindset, and university support for start-ups and new enterprise.

**2) The course has the following objectives:**

- Identifying best techniques for idea generation and opportunities exploration from start-up perspective.
- Understanding the importance of market research and project feasibility analysis for start-ups.
- Designing a business model as a framework for finding a systematic way to unlock long-term value for an organization.
- Uncovering several types of feasibility analysis.

**3) Course Outcomes**

Upon successful completion of this course, a student will be able to:

- Develop an understanding of best techniques for idea generation, opportunities exploration, and market research.
- Check technical, market, financial and other types of Feasibility of their business idea.

- Develop business model to describe the rationale of how an organization creates, delivers, and captures value
- Conduct the customer's survey to know the need of their business idea.

#### 4) Teaching Methods and Course Materials:

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion.
- Guest speakers from 'Startups' will share their entrepreneurial journey.

#### 5) Individual/Group Presentation:

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their Presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### 6) Cases for Class Presentation:

Sl. No.	Title of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

#### 8) Assessment Components:

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%

<b>2.</b>	Mid-term Examination	<b>30%</b>
<b>3.</b>	End-term Examination	<b>40%</b>
<b>4.</b>	Attendance and Class Participation	<b>10%</b>

## **9 (II). Course Outlines (2<sup>nd</sup> Semester) (Total 36 Hrs.)**

### **Unit 1 Developing Successful Business Idea (08 Hrs.)**

Business idea: Overview, Idea Generation techniques: SCAMPER, Focus groups, Reverse Brainstorming, Brain Writing, Problem Inventory analysis, Creative problem solving, Gordon Method, Checklist Method, Free Association, Collective notebook Method, Attribute Listing. Selection of business idea.

### **Unit 2 Developing Effective Business Model (10 Hrs.)**

Introduction to business model, Types of business model, Developing and testing a business model, Business modeling process, Business model canvas, Reinventing business model.

### **Unit 3 Feasibility Analysis (06 Hrs.)**

Concept of feasibility analysis, types of feasibility analysis: product/service feasibility, industry/target market feasibility, organizational feasibility, financial feasibility, entrepreneur feasibility, role of feasibility analysis in developing business idea.

### **Unit 4 Market Research (12 Hrs.)**

Market Research: Introduction, Need of market research, Market research process, Data collection sources and methods, Questionnaire designing, Sampling, Data analysis and interpretation, Report writing.

## **10 (II). Reference Material (2<sup>nd</sup> Semester)**

### **Text Books:**

- a) Naresh K. Malhotra and Satyabhusan Das, (2019). Marketing Research: An Applied Orientation (Seventh Edition), Pearson Education.

- b) Kothari C.R., Garg Gaurav, (2019). Research Methodology: Methods and Techniques (Fourth edition). New Age International Publishers.
- c) Krishnaswamy. O.R., Ranganatham, M. (2016). Research methodology in Social sciences,, Himalaya Publication.
- d) Arya Kumar (2012). Entrepreneurship: Crating and Leading an Entrepreneurial Organization. Pearson Education.
- e) Shajahan, S. (2000). Research Methods for Management. Jaico Publishing House.

## **References:**

### **Magazine:**

- 1. Enterprise & Industry Magazine
- 2. Black Enterprise Magazine

### **Journals:**

- 1. International Small Business Journal
- 2. International Journal of Management and Enterprise Development, 2015

### **Websites:**

- 1. <https://www.entrepreneur.com/>
- 2. <https://www.businessmodelsinc.com/>
- 3. <https://www.imsmarketing.ie/>
- 4. <https://www.designorate.com/a-guide-to-the-scamper-technique-for-creative-thinking/>

## **11) Instructions:**

### **Assignment- Conducting Market Survey to check the need in market.**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects:

Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



### 1) Introduction:

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on seeding the entrepreneurial spirit and making them ready for opportunities exploration and idea identification by motivating and mentoring them. The students will be able to explore the risk and rewards associated with entrepreneurship. The focus of this course is on fund raising, financial structure development and understanding entrepreneurial financial management of an enterprise.

### 2) The course has the following objectives:

- Increase the understanding of entrepreneurial finance and financial support for start-ups.
- Identifying the role of start-up ecosystem partners: university ecosystem and different stakeholders.
- Measuring organisational efficiency through proper allocation, acquisition and management of assets.
- Helping budding entrepreneurs to learn acquisition of funds for business operations.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- Apply the basic principles of entrepreneurial finance.
- Understand the importance of industrial collaborations.
- Acquire funds from different sources for seed funding.
- Prepare guideline for earning maximum profits with minimum cost.
- Explore Entrepreneurial ecosystem support for start-ups.

#### 4) Teaching Methods and Course Materials:

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion
- Guest speakers from 'Startups' will share their seed funding rounds' journey.

#### 5) Individual/Group Presentation:

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### 6) Cases for Class Presentation:

Sl. No.	Title of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

#### 8) Assessment Components:

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%



## **9 (I). Course Outlines (3<sup>rd</sup> Semester) (Total 36 Hrs.)**

### **Unit 1 Startup Capital for Business: An overview**

**(11 Hrs.)**

Fundraising: Overview, Different stages of fundraising, Startup capital for business (Bootstrapping, Crowd funding, Angel Investment, Venture Capital, Business Incubators & Accelerators, Raise Funds by Winning Contests, Raise Money through Bank Loans, Microfinance Providers or NBFCs, Government Programs), Other sources of finance (Hire and Purchase, Leasing)

### **Unit 2 Managing Finance for Start-Up**

**(15 Hrs.)**

Introduction to entrepreneurial finance, Difference between entrepreneurial finance and corporate finance, Purpose of financial information for Start-ups, Types of financial statements, Cash flow statement, Income statement, Profit and loss statement, Balance sheet, Financial forecasts, Financial ratios, Break even analysis.

### **Unit 3 Infrastructural Support for Entrepreneurship**

**(10 Hrs.)**

Triple Helix Structure Model for Innovation and Entrepreneurship, University-based technology transfer, Support institutions- NSIC, SIDO, SSIDC, SISIS, Commercial Banks, Start-up India, Stand-up India, Make in India. Mudra loan, Atal Innovation Mission, STEP Platform, Incubators, Accelerators.

## **10 (I). Reference Books (3<sup>rd</sup> Semester)**

- a) Donald F Kuratko, T.V Rao (2018). Entrepreneurship: A South Asian perspective. Cengage Learning.
- b) Smith, Janet, Smith, Richard, Bliss, Richard (2011). Entrepreneurial Finance\_ Strategy, Valuation, and Deal Structure-Stanford Economics and Finance.
- c) Paul Pignataro (2013). Financial Modeling and Valuation, Wiley publisher.
- d) James McNeill Stancill (2003). Entrepreneurial Finance for New and Emerging Businesses-South-Western College Pub.
- e) Philip J. Adelman, Alan M. Marks (2013). Entrepreneurial Finance, Prentice Hall.
- f) Drucker, P. (2014). Innovation and entrepreneurship. Routledge.
- g) Etzkowitz, H., & Zhou, C. (2017). The triple helix: University–industry–government innovation and entrepreneurship. Routledge.

## **11) Instructions:**

**Assignment- Accessing the market funds and infrastructural support**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



### 1) Introduction:

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on Product development, preparing pitch deck, designing branding & marketing strategies and learning company formation procedure in India for start-ups.

Through case studies, student research and guest speakers, students will be able to market their product in market, pitch their idea to investors and register their company by considering legal and ethical aspects of business.

### 2) The course has the following objectives:

- Understanding sales and marketing strategies for start-ups.
- Understanding the company formation procedure and knowing the legal and ethical grounds of any business.
- Uncovering the methods to present a business idea to potential investors.
- Learning the product design by re-framing the problem in human-centric ways.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- Design marketing and sales strategy for a venture.
- Understand new product design and development procedure.
- Register any one form of business.
- Make pitch deck to present business idea to different stakeholders.

#### 4) Teaching Methods and Course Materials:

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion
- Guest speakers from 'Startups' who will share their entrepreneurial journey.

#### 5) Individual/Group Presentation:

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### 6) Cases for Class Presentation:

Sl. No.	Title of the Case	Students' Names

7) **Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

#### 8) Assessment Components:

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

## **9) Course Outlines (4<sup>th</sup> Semester) (Total 36 Hrs.)**

### **Unit 1 Product Development and Design Thinking**

**(6 Hrs.)**

Definition of product, Classification of product, Product life cycle, Product design: Meaning, Key factors related to design decisions, Prototyping: Overview, Methods of Prototyping, Difference between MVP, POC, Prototype & Product.

### **Unit 2 Branding and Promotion strategies for startups**

**(11 Hrs.)**

Introduction to sales and marketing, Difference between sales and marketing, Market Segmentation, Define the Target Market, Marketing mix, Distribution channels: Concept and types, Personal selling process, Definition of branding, Types of brand, Brand elements, IMC tools.

### **Unit 3 Pitching Investors and Business Negotiation**

**(08 Hrs.)**

Pitching: Meaning, Importance, component of Pitch Deck, Negotiation: Meaning, importance, key stakeholders during negotiation process, Negotiation stages, Primary Negotiation Strategies. Presentation skills: Importance, Designing and delivering effective business presentations.

### **Unit 4 Company Formation and Ethical & Legal foundation**

**(11 Hrs.)**

Formation of business entity: Introduction, Forms of business entity: Proprietorship, Partnership and Corporation, Steps for incorporation of private/public limited company, procedure for setting up a business in India, Winding up a registered company, Introduction to business ethics, Ethical and legal issues, Obtaining business license and permits.

## **10) Reference Books (4<sup>th</sup> Semester)**

- a) Ulrich, K. T. (2003). Product design and development. Tata McGraw-Hill Education.
- b) Cremades, A. (2016). The art of startup fundraising: pitching investors, negotiating the deal, and everything else entrepreneurs need to know. John Wiley & Sons.
- c) James McNeill Stancill (2003). Entrepreneurial Finance for New and Emerging Businesses-South-Western College Pub.
- d) Philip J. Adelman, Alan M. Marks (2013). Entrepreneurial Finance, Prentice Hall.
- e) Smith, Janet, Smith, Richard, Bliss, Richard (2011). Entrepreneurial Finance\_ Strategy, Valuation, and Deal Structure-Stanford Economics and Finance.

f) Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., Leong, S. M. (2018). Marketing management: An Asian perspective. Harlow: Pearson.

### **11) Instructions:**

#### **Assignment- Development of Business Idea into a working Prototype**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



### 1) Introduction:

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. This course will introduce the concept of intellectual property and explain how it creates value. The students will learn about the major forms of intellectual property protection- copyright, trademarks, and patents, as well as alternative forms of intellectual property protection.

Through case studies, library readings and guest speakers, the course is designed to educate the IPR enthusiasts and inventors regarding the basics of IPR and enable them to clearly differentiate between the different types of IPRs.

### 2) The course has the following objectives:

- To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
- To disseminate knowledge on patents, patent regime in India and registration aspects.
- To disseminate knowledge on copyrights and its related rights and registration aspects.
- To disseminate knowledge on trademarks and registration aspects.
- To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects.
- To aware about current trends in IPR and Govt. steps in fostering IPR.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- The students once they complete their academic projects, shall get an adequate knowledge on patent and copyright for their innovative research works.

- During their research career, information in patent documents provide useful insight on novelty of their idea from state-of-the art search. This provide further way for developing their idea or innovations.
- Pave the way for the students to catch up Intellectual Property(IP) as an career option as a R&D IP Counsel, Government Jobs as Patent Examiner, Private Jobs in any corporate, Patent agent and Trademark agent and as an Entrepreneur.

#### **4) Teaching Methods and Course Materials:**

- The course will include Interactive lectures, solving case studies, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion.
- Guest speakers from 'Startups' will share their entrepreneurial journey.

#### **5) Individual/Group Presentation:**

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their Presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### **6) Cases for Class Presentation:**

Sl. No.	Title of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.



## 8) Assessment Components:

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

## 9). Course Outlines (5<sup>th</sup> Semester) (Total 36 Hrs.) [Govt. of Gujarat]

**Unit 1 Introduction:** Knowledge creation, Innovation and Intellectual Property Rights, Concept of Intellectual Property, Historical view of Intellectual Property system in India and International Scenario, Evolution of Intellectual Property Laws in India, Legal basis of Intellectual Property Protection, Need for Protecting Intellectual Property, Theories on concept of property - Public Vs. Private, Tangible Vs. Intangible, Industrial Vs. Intellectual, Major IP Laws in India, Types of IPR – Patents – Copyright – Trademark – Industrial Designs – Trade Secrets – Geographical Indications

**Unit 2 Patents:** Concept of Patent, Criteria of Patentability, Inventions NOT patentable, Process of Obtaining a Patent, Duration of Patents, Rights of Patentee, Limitation of rights, Infringement and Enforcement

**Unit 3 Copyrights:** Meaning of Copyright, Copyright Vs. Moral rights, Copyright eligibility, Term of Copyright, Registration of Copyright, Infringement and Remedies

**Unit 4 Trademark:** Meaning of Trademark, Criteria for trademark, Protection of Well-known marks, Concept of distinctiveness, Procedure for Trademark Registration, Term of protection, Infringement and Remedies

**Unit 5 Industrial Designs:** Meaning of Industrial Designs, Subject matter of Design, Exclusion of Designs, Novelty and Originality, Rights in Industrial Designs: Nature, Acquisition and duration of rights, Infringement and Enforcement Mechanisms

**Unit 6 Semiconductor Integrated Circuits Layout Design:** Concept of SICALDR, Criteria of SICALDR, Rights in SICALDR, Procedure for registration of Lay-out Design, Infringement and Enforcement Mechanisms

**Unit 7 Geographical Indications:** Meaning of GI, Difference between GI and Trade Marks, Concept of Authorized user, Infringement, Offences & Penalties

**Unit 8 Plant Varieties Protection:** Protection of Plant Varieties and Farmer's rights, GM Corps, Objectives of Plant Varieties Act, registration of Plant Varieties, Duration and effect of Registration, Infringement, Offences, Remedies

**Unit 9 Trade Secrets:** Meaning of Trade Secrets, Need to protect Trade secrets, Essentials and Misuse of Trade Secrets, Criteria of Protection, Procedure for registration, Infringement

**Unit 10 Commercialization of IPR:** Traditional IP and Evolving IP, Assignment, Licensing, Cross License, Patent Pool, Negotiations, Defensive Publications, Technical Disclosures, Patent Pooling, Patent Trolling, Brand Management, Brand and Pricing Strategies, Patent Mining, Patent Landscaping and Patent Mapping

#### **10) Reference Material: (5<sup>th</sup> Semester)**

##### **Text book:**

1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.

##### **Reference book:**

1. Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.

##### **E-resources:**

1. Subramanian, N., & Sundararaman, M. (2018). Intellectual Property Rights – An Overview. Retrieved from <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>
2. World Intellectual Property Organisation. (2004). WIPO Intellectual property Handbook. Retrieved from [https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo\\_pub\\_489.pdf](https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf)

**Reference Journal:**

Journal of Intellectual Property Rights (JIPR): NISCAIR

**Useful Websites:**

1. Cell for IPR Promotion and Management (<http://cipam.gov.in/>)
2. World Intellectual Property Organisation (<https://www.wipo.int/about-ip/en/>)
3. Office of the Controller General of Patents, Designs & Trademarks (<http://www.ipindia.nic.in/>)

**11) Instructions:**

**Assignment- Undertaking Innovative academic research project and integrating the IPR process in their research work.**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



**1) Introduction:**

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on developing business plan, scalability and growth for incubated start-ups and succession planning of any enterprise.

Through case studies and guest speakers, the students can learn making business plan for achieving short term and long term objectives, developing business model and will be able to manage the scalability of a venture.

**2) The course has the following objectives:**

- Increase the understanding of Start-up scalability.
- Understanding of sustainable business model development.
- Creating business growth plan.
- Understanding the succession planning of a venture.

**3) Course Outcomes**

Upon successful completion of this course, a student will be able to:

- Apply the basic principles of Start-up scalability
- Understanding various individual attributes of strategic business plan development
- Develop strategies for start-ups growth.
- Experience real world financial modeling and valuation through IPO.

#### 4) Teaching Methods and Course Materials:

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion
- Guest speakers from 'Startups' will share their entrepreneurial journey.

#### 5) Individual/Group Presentation:

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### 6) Cases for Class Presentation:

Sl. No.	Title of the Case	Students' Names

7) **Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

#### 8) Assessment Components:

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

## **9) Course Outlines (6<sup>th</sup> Semester) (Total 36 Hrs.)**

### **Unit 1 Business plan preparation for new ventures (06 Hrs.)**

Business plan: introduction, Benefits of business plan, Elements of a business plan, Mistakes to avoid in making business plan, Updating the business plan.

### **Unit 2 Startup Scalability (06 Hrs.)**

Introduction, Growth v/s Scaling, 4 stages in the life cycle of an entrepreneurial firms, Ways to prepare the startup to scale up, Issues in growth of a venture.

### **Unit 3 Strategies for Growth (10 Hrs.)**

Growth strategies for ventures (market penetration strategies, market development strategies, new geographical market, new demographic market, product development strategies, Diversification strategies), Franchising, licensing, export strategies for growth, Joint Venture, mergers and acquisitions, Leveraged Buyouts.

### **Unit 4 Start-up to IPO (06 Hrs.)**

IPO: Overview, Timing of IPO, Steps of issuing an IPO, Advantages and disadvantages of going IPO, Marketing strategies for IPO.

### **Unit 5 Succession Planning and Ending the venture (08 Hrs.)**

Exit strategies for entrepreneurs, Succession of business, Options of selling the business, Steps for selling a business, Bankruptcy, Liquidation, Turnaround Strategies, Buyouts.

## **10 (II). Reference Books (6<sup>th</sup> Semester)**

### **Main Text Books:**

- a) Vijaya Kumar Ivaturi and Meena Ganesh (2020) The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture; Published by: Penguin Enterprises.
- b) S. Anil Kumar (2020), Small Business and Entrepreneurship; Published by: Dreamtech Press

- c) Harpreet S. Grover and Vibhore Goyal (2019), *Let's Build A Company* Published by: Penguin Random House India.
- d) Darren Lee-Ross and Conrad Lashley (2009) *Entrepreneurship and Small Business Management in the Hospitality Industry*; Published by: Elsevier Ltd.
- e) Peter S. Cohan (2019), *Scaling Your Startup; Mastering the Four Stages from Idea to \$10 Billion* Published by: Apress publications.
- f) Ian Whiteling (2010), *Start Your Own Business* Published by: Crimson Publishing

### **Reference Books:**

- a) Pankaj Goyal (2017) *Before You Start Up: How to Prepare to Make Your Startup Dream a Reality*; Published by: Fingerprint! Publishing
- b) Frederick-Kuratko (2010). *Entrepreneurship-Theory-Process*; Published by: Cengage Learning Australia Pty Limited.
- c) *Building a Sustainable Business* (2010) Developed by: the Minnesota Institute for Sustainable Agriculture Saint Paul, MN Published by: *Sustainable Agriculture Research and Education (SARE), College Park, MD.*
- d) Anna Kennedy (2015) *Business Development For Dummies*, Published by: John Wiley & Sons, Ltd.
- e) Verne Harnish (2014); *Scaling Up*; Published by: Gazelles, Inc.

### **11) Instructions:**

#### **Assignment– Development of a strategic business plan and its growth strategies**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner

of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.





### 1) Introduction:

The course is directed towards students who want to enter into the formation of new enterprise and students who want to consider entrepreneurship as a career choice. The course compels them to finalize any one start-up idea and register a start-up on the same. Such applied learning will help them to make the course experiential. They can integrate classroom knowledge and theory with practical application and skills developed in professional or community settings. They can also bring a wealth of benefits for themselves, for other students as well as for the community while completing a degree and when seeking a career path after studies. The course opens up several gates of opportunities for the students.

### 2) The course has the following objectives:

- To finalise any one start-up idea and register it as start-up.
- To enhance the abilities of students to analyse market demand of the products and decision making process for product development and commercialization.
- To increase the industrial networking and collaborations.
- To encourage students for business incubation.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- Initiate a start-up in team.
- Register it as any form of business.
- Develop a team to run the venture.
- Collaborate with government and industry fraternity.

- Generate revenue for them and contribute to society with their problem solving product.

#### 4) Teaching Methods and Course Materials:

- The course will include interaction with mentors, startups and venture capitalists, angel investors to strengthen and validate their business idea.

**5) Study Material:** Mentoring from industry fraternity and doubt solving sessions by project guide would suffice the purpose.

#### 6) Start-Up Projects-I (7<sup>th</sup> Semester)

**Internal Evaluation: Pitch Deck Submission and Presentation** (by individual student/group of maximum 4 students in a class)

**External Evaluation:** Start-up Project Report (Part-1) submission and Viva-voce by External Panel Members.

**Project I-** Own/Unique Start-up Idea Generation and Business Plan Development

Outline: Start-up Project Report Part-I should include-

- Introduction of the start-up idea (Problem and solution)
- SWOT Analysis
- Competitive Scenario Analysis
- Market Research (Study area's demography, demand & supply, customer's survey outcome etc.)
- Institutional Support (Industry/ Government Collaborations)
- Prototype Development and its testing
- Business Plan Development

#### 7) Assessment Components:

Sr. No.	Components	Weightage %
1.	Attendance and Class Participation	10%
2.	Mid-term Examination (Pitch Deck Presentation)	20%

3.	End-term Examination [Start-up Project Report (Part-I) Submission]	50%
4.	Viva-voce on Start-up Project Report (Part-I)	20%

### **8) Instructions:**

All the student teams have to check their project report for plagiarism, which indicates % similarity of the languages used during drafting, using a good plagiarism checking software. The plagiarism should be below or equivalent to 30%. The 1<sup>st</sup> page of the report generated after online plagiarism check is required to be signed by each of the team members as well as by the respective guide and it should be attached mandatorily in the copies delivered to the College and to the Faculty. The department should keep a copy of these in a file after collecting them from all the teams.



### 1) Introduction:

The course is directed towards students who want to enter into the formation of new enterprise and students who want to consider entrepreneurship as a career choice. The course compels them to finalize any one start-up idea and register a start-up on the same. Such applied learning will help them to make the course experiential. They can integrate classroom knowledge and theory with practical application and skills developed in professional or community settings. They can also bring a wealth of benefits for themselves, for other students as well as for the community while completing a degree and when seeking a career path after studies. The course opens up several gates of opportunities for the students.

### 2) The course has the following objectives:

- To finalise any one start-up idea and register it as start-up.
- To enhance the abilities of students to design Financial and Marketing strategies of their start-up.
- To create, develop and strengthen a Brand using IPR.
- To design growth strategies for their Start-up.
- To encourage students for business incubation.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- Initiate a start-up in team.
- Design Financial and marketing strategies for their venture.
- Generate revenue for them and contribute to society with their problem solving product.
- Register it as any form of business.

#### 4) Teaching Methods and Course Materials:

- The course will include interaction with mentors, startups and venture capitalists, angel investors to strengthen and validate their business idea.

**5) Study Material:** Mentoring from industry fraternity and doubt solving sessions by project guide would suffice the purpose.

#### 6) Start-up Projects-II (8<sup>th</sup> Semester)

**Internal Evaluation: Pitch Deck Submission and Presentation** (by individual student/group of maximum 4 students in a class)

**External Evaluation: Start-up Project Report (Part-II) submission and Viva-voce by External Panel Members**

**Project II-** Start-up Project Report Part-II on Marketing & Financial strategies and Growth strategies for their Own/Unique Startup.

Outline: Start-Up Project Report Part-II (In continuation with Start-Up Project Report Part-I) should include-

- Financial strategies (Source of funding, pricing & costing, projected revenue, profit margin etc.)
- Marketing Strategies (4P's, Branding and Promotional strategies)
- Start-up business model and Ecosystem
- IPR
- Growth Strategies
- Findings, future scopes and conclusion
- Bibliography

#### 7) Assessment Components:

Sr. No.	Components	Weightage %
1.	Attendance and Class Participation	10%
2.	Mid-term Examination (Pitch deck Presentation on Start-up Project Part-II)	20%

3.	End-term Examination [Start-up Project Report (Part-II) Submission]	50%
4.	Viva-voce on Start-up Project Report (Part-II)	20%

### 8) Instructions:

All the student teams have to check their project report for plagiarism, which indicates % similarity of the languages used during drafting, using a good plagiarism checking software. The plagiarism should be below or equivalent to 30%. The 1<sup>st</sup> page of the report generated after online plagiarism check is required to be signed by each of the team members as well as by the respective guide and it should be attached mandatorily in the copies delivered to the College, to the Faculty. The department should keep a copy of these in a file after collecting them from all the teams.

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**Swarnim Start-Up and Innovation University**  
**Department of Innovation and Entrepreneurship (IE)**  
**IE Syllabus of 5 Year Yearly Course**

**Effective from Even Semester, 2021**

**Course: Orientation Program in Start-up and Entrepreneurship**

**Year – I**

**Course Code: 12300015**

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**1) Introduction:**

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on seeding the entrepreneurial spirit and making them ready for opportunities exploration and idea identification by motivating and mentoring them. The students will be able to explore the risk and rewards associated with entrepreneurship.

Through case studies and guest speakers, they can understand the entrepreneurship and its process, various opportunities, entrepreneurial ecosystem, influencing factors, entrepreneurial characteristics, different personality traits, developing entrepreneurial mindset, and university support for start-ups and new enterprise.

**2) The course has the following objectives:**

- Increase the understanding of entrepreneurship, entrepreneur and enterprise.
- Identify the various influencing factors associated with entrepreneurship process.
- Understanding the role of the entrepreneurship ecosystem and entrepreneurship education.
- Understanding entrepreneurial personality traits and entrepreneurial skills.
- Understating the concept of creativity and innovation.
- Identify the new venture possibilities/entrepreneurial opportunities: especially in emerging economy context.

- Developing an understanding of best techniques for idea generation and opportunities exploration.

### **3) Course Outcomes**

Upon successful completion of this course, a student will be able to:

- Apply the basic principles of entrepreneurship
- Distinguish the concepts of the entrepreneurship ecosystem, entrepreneurship education, and various entrepreneurial opportunities.
- Understanding various individual attributes of entrepreneurial personality traits, entrepreneurial characteristics, behavioural attributes and importance of creativity and innovation.
- Develop an understanding of best techniques for idea generation and opportunities exploration.

### **4) Teaching Methods and Course Materials:**

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion.
- Guest speakers from 'Startups' will share their entrepreneurial journey.

### **5) Individual/Group Presentation:**

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)



**6) Cases for Class Presentation:**

Sl. No.	Title of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

**8) Assessment Components:**

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

**9 (I). Course Outlines (1<sup>st</sup> Semester) (Total 36 Hrs.)**

**Unit 1 Entrepreneurship and Startup: An Overview**

**(08 Hrs.)**

Introduction to Entrepreneurship: Meaning, Role of Entrepreneur, Entrepreneurial Process: different approaches, Motivation for becoming an Entrepreneur, Importance of Entrepreneurship, Functions of an Entrepreneur, Types of Entrepreneur, Issues & Problems in Entrepreneurial Practices.

**Unit 2 Entrepreneurial Characteristics and Personality Traits**

**(05 Hrs.)**

Characteristics of Entrepreneurship: Innovator, Risk taker, Curious, Imaginative, Persistent, Goal setting, Hardworking, Managerial skills, Research Skills, Soft skills and Innovator.

**Unit 3 Types of Startup Firms and Registration Process**

**(12 Hrs.)**

Introduction to Startup, Origin of Startup Ecosystem, Types of Startup Firms, Definition of Startup India, Startup India Action Plan: Proposed Schemes and Incentives, Startup India

Network, Schemes and Policies: Central and State Government, Registration Process, Prospects & Challenges in Startup India.

#### **Unit 4 Creativity and Innovation for Startup**

**(05 Hrs.)**

Introduction to Innovation, Types of Innovations, Sources of Innovation, Innovation variables, Innovative Practices, Role of creativity in innovation.

#### **Unit 5 Identifying and analyzing Business Opportunities**

**(06 Hrs.)**

Understanding business and environment, Opportunity identification: Business opportunities based on existing industries, Demand/market driven opportunities. Sources of information for opportunity.

### **10 (I). Reference Material (1<sup>st</sup> Semester)**

#### **Text Books:**

- a) S.S. Khanka, Gupta. C.B. (2017). Entrepreneurship & Small Business Management, Sultan Chand and Sons, Since 1950.
- b) Sami Uddin (1989). Entrepreneurship Development in India, Delhi, Mittal Publications.
- c) Desai, V. (2011). Dynamics of Entrepreneurial Development Management: Planning for future sustainable growth. (6<sup>th</sup> edition). Himalaya Publishing House.

#### **Reference Books:**

- a) Dr. Bhatia.R.C., (2020). Entrepreneurship: Business and Management, Sultan Chand and Sons.
- b) Bruce R. Barringer, R Duane Ireland(2018). Entrepreneurship: Successfully Launching New Ventures (6<sup>th</sup> edition). Pearson Education Publishing.
- c).Janakiram. B., Rizwana. M. (2011). Entrepreneurship development: Text and cases. Excel Books.
- d) Khanna. S.S., (2011), Entrepreneurial Development: Text & Cases, Excel Books.

**Journals:**

1. Journal of Entrepreneurship
2. Journal of Small Business Management
3. Journal of Entrepreneurship & Management
4. AMC Indian Journal of Entrepreneurship

**Websites:**

1. <https://www.startupindia.gov.in>

(Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India)

2. <http://www.startupgujarat.in/>

(Startup Cell Gujarat, Industries Commissionerate, Government of Gujarat)

3. <https://www.entrepreneur.com/>

4. <https://www.econlib.org>

5. <https://www.oberlo.in/>

## **9 (II). Course Outlines (2<sup>nd</sup> Semester) (Total 36 Hrs.)**

### **Unit 6 Developing Successful Business Idea**

**(08 Hrs.)**

Business idea: Overview, Idea Generation techniques: SCAMPER, Focus groups, Reverse Brainstorming, Brain Writing, Problem Inventory analysis, Creative problem solving, Gordon Method, Checklist Method, Free Association, Collective notebook Method, Attribute Listing. Selection of business idea.

### **Unit 7 Developing Effective Business Model**

**(10 Hrs.)**

Introduction to business model, Types of business model, developing and testing a business model, business modeling process, business model canvas, reinventing business model.

### **Unit 8 Feasibility Analysis**

**(06 Hrs.)**

Concept of feasibility analysis, types of feasibility analysis: product/service feasibility, industry/target market feasibility, organizational feasibility, financial feasibility, entrepreneur feasibility, role of feasibility analysis in developing business idea.

### **Unit 9 Market Research**

**(12 Hrs.)**

Market Research: Introduction, Need of market research, Market research process, Data collection sources and methods, Questionnaire designing, Sampling, Data analysis and interpretation, Report writing.

## **10 (II). Reference Material (2<sup>nd</sup> Semester)**

### **Text Books:**

- a) Naresh K. Malhotra and Satyabhusan Das, (2019). Marketing Research: An Applied Orientation (Seventh Edition), Pearson Education.
- b) Kothari C.R., Garg Gaurav, (2019). Research Methodology: Methods and Techniques (Fourth edition). New Age International Publishers.
- c) Krishnaswamy. O.R., Ranganatham, M. (2016). Research methodology in Social sciences,, Himalaya Publication.
- d) Arya Kumar (2012). Entrepreneurship: Crating and Leading an Entrepreneurial Organization. Pearson Education.

e) Shajahan, S. (2000). Research Methods for Management. Jaico Publishing House.

**References:**

**Magazine:**

1. Enterprise & Industry Magazine
2. Black Enterprise Magazine

**Journals:**

1. International Small Business Journal
2. International Journal of Management and Enterprise Development, 2015

**Websites:**

1. <https://www.entrepreneur.com/>
2. <https://www.businessmodelsinc.com/>
3. <https://www.imsmarketing.ie/>
4. <https://www.designorate.com/a-guide-to-the-scanner-technique-for-creative-thinking/>

**11) Instructions:**

**Assignment I - Business opportunities identification for Startup related to any industry/sector.**

Individual assignment submission is must for every student.

**Assignment II- Conducting Market Survey to check feasibility of the Start-up Idea.**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with

the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



**Course: Intermediate Program in Entrepreneurship**

**Year –II**

**Course Code: 12300016**

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### **1) Introduction:**

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on seeding the entrepreneurial spirit and making them ready for opportunities exploration and idea identification by motivating and mentoring them. The students will be able to explore the risk and rewards associated with entrepreneurship. The focus of this course is on fund raising, financial structure development, entrepreneurial finance, provides mentors network and industrial collaboration for their start-ups. The course also covers Product development, preparing pitch deck, designing branding & marketing strategies and learning company formation procedure in India for start-ups.

Through case studies, student research and guest speakers, students will be able to market their product in market and pitch their idea to investors.

### **2) The course has the following objectives:**

- Identifying the role of start-up ecosystem partners: university ecosystem and different stakeholders.
- Understand the role of mentors, industrial experts, and entrepreneur's network for aspirant entrepreneurs.
- Increase your understanding of entrepreneurial finance and financial support for start-ups.
- Understanding the importance of industrial collaboration and triple helix model for industrial innovation.
- Uncovering the methods to present a business idea to potential investors.

### **3) Course Outcomes**

Upon successful completion of this course, a student will be able to:

- Understand various directing task of university ecosystem and mentorship support.
- Apply the basic principles of entrepreneurial finance.
- Entrepreneurial ecosystem support for start-ups.
- Understand various market funds for start-ups.
- Understand new product design and development procedure.
- Make pitch deck to present business idea to different stakeholders.

#### **4) Teaching Methods and Course Materials:**

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion
- Guest speakers from 'Startups' will share their seed funding rounds' journey.

#### **5) Individual/Group Presentation:**

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### **6) Cases for Class Presentation:**

Sl. No.	Title of the Case	Students' Names



**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

**8) Assessment Components:**

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

**9 (I). Course Outlines (3<sup>rd</sup> Semester) (Total 36 Hrs.)**

**Unit 1 Startup Capital for Business: An overview (11 Hrs.)**

Fundraising: Overview, Different stages of fundraising, Startup capital for your business (Bootstrapping, Crowd funding, Angel Investment, Venture Capital, Business Incubators & Accelerators, Raise Funds by Winning Contests, Raise Money through Bank Loans, Microfinance Providers or NBFCs, Government Programs), Other sources of finance (Hire and Purchase, Leasing)

**Unit 2 Managing Finance for Start-Up (15 Hrs.)**

Introduction to entrepreneurial finance, Difference between entrepreneurial finance and corporate finance, Purpose of financial information for Start-ups, Types of financial statements, Cash flow statement, Income statement, Profit and loss statement, Balance sheet, Financial forecasts, Financial ratios, Break even analysis.

**Unit 3 Infrastructural Support for Entrepreneurship (10 Hrs.)**

Triple Helix Structure Model for Innovation and Entrepreneurship, University-based technology transfer, Support institutions- NSIC, SIDO, SSIDC, SISIS, Commercial Banks, Start-up India, Stand-up India, Make in India. Mudra loan, Atal Innovation Mission, STEP Platform, Incubators, Accelerators.

## **10 (I). Reference Books (3<sup>rd</sup> Semester)**

- a) Donald F Kuratko, T.V Rao (2018). Entrepreneurship: A South Asian perspective. Cengage Learning.
- b) Smith, Janet, Smith, Richard, Bliss, Richard (2011). Entrepreneurial Finance\_ Strategy, Valuation, and Deal Structure-Stanford Economics and Finance.
- c) Paul Pignataro ( 2013).Financial Modeling and Valuation, Wiley publisher.
- d) James McNeill Stancill (2003). Entrepreneurial Finance for New and Emerging Businesses-South-Western College Pub.
- e) Philip J. Adelman, Alan M. Marks (2013). Entrepreneurial Finance, Prentice Hall.
- f) Drucker, P. (2014). Innovation and entrepreneurship. Routledge.
- g) Etzkowitz, H., & Zhou, C. (2017). The triple helix: University–industry–government innovation and entrepreneurship. Routledge.

## **9 (II). Course Outlines (4<sup>th</sup> Semester) (Total 36 Hrs.)**

### **Unit 4 Pitching Investors and Business Negotiation**

**(08 Hrs.)**

Pitching: Meaning, Importance, component of Pitch Deck, Negotiation: Meaning, importance, key stakeholders during negotiation process, Negotiation stages, Primary Negotiation Strategies. Presentation skills: Importance, Designing and delivering effective business presentations

### **Unit 5 Product Management**

**(12 Hrs.)**

Definition of product, Levels of product, Difference between product and service, Classification of products, Product design: Meaning, Product design issues, Key factors related to design decisions, Project Layout.

### **Unit 6 New Product Development**

**(08 Hrs.)**

New product development: Characteristics of successful new product, Classifications of new product, New product development process, New products success and failure, Product life cycle, Product mix.

### **Unit 7 Prototype Development**

**(08 Hrs.)**

Introduction to Prototyping, Need of Prototyping, Methods of Prototyping, Types of Prototyping, Prototype Testing, Difference between MVP, POC, Prototype & Product.

## **10 (II). Reference Books (4<sup>th</sup> Semester)**

- a) Donald F Kuratko, T.V Rao (2018). Entrepreneurship: A South Asian perspective. Cengage Learning.
- b) Robert Hisrich, Mathew Manimala, Michael Peters, Dean Shepherd.(2015) Entrepreneurship
- c) Mohanty. (2006). Fundamentals of Entrepreneurship. PHI Learning.
- d) Charantimath Poornima M. (2006). Entrepreneurship development and small business enterprises. Pearson
- e) Drucker, P. (2014). Innovation and entrepreneurship. Routledge.
- f) Arya Kumar (2012). Entrepreneurship: Crating and Leading an Entrepreneurial Organization. Pearson.
- g) Ulrich, K. T. (2003). Product design and development. Tata McGraw-Hill Education.

## **11) Instructions:**

### **Assignment I- Accessing the market funds and infrastructure support**

Individual assignment submission is must for every student.

### **Assignment II: Development of Business Idea into working Prototype**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



### 1) Introduction:

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on seeding the entrepreneurial spirit and making them ready for opportunities exploration and idea identification by motivating and mentoring them. The students will be able to explore the risk and rewards associated with entrepreneurship.

Through case studies, market survey and guest speakers, the students can understand the entrepreneurship and its process, various opportunities, entrepreneurial ecosystem, various influencing factors, developing entrepreneurial mindset, and university support for start-ups and new enterprise. The focus of this course is on sales & marketing, scalability and growth for new start-ups. On the completion of the course, the students will be able to market their product in market and register their company by considering legal and ethical aspects of business.

### 2) The course has the following objectives:

- Analysing the business environment to know to opportunity and threat in the market.
- Understanding product differentiation and positioning strategy
- Understanding sales and marketing strategies for start-ups.
- Understanding the company formation procedure and knowing the legal and ethical grounds of any business.

### 3) Course Outcomes

Upon successful completion of this course, a student will be able to:

- Able to identify the customer needs.
- Design Branding and Promotion strategies for their enterprise.
- Develop a team for a new venture.
- Register any form of business.

#### **4) Teaching Methods and Course Materials:**

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion.
- Guest speakers from 'Startups' will share their entrepreneurial journey.

#### **5) Individual/Group Presentation:**

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### **6) Cases for Class Presentation:**

Sl. No.	Title of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

#### **8) Assessment Components:**

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

## **9 (I). Course Outlines (5<sup>th</sup> Semester) (Total 36 Hrs.)**

### **Unit 1 Consumer Behavior (10 Hrs.)**

Consumer behaviour: Overview, Model of consumer behavior, factors affecting consumer Behavior (culture, social, personal, psychological), Customer needs identification, Difference between need, want & demand, Consumer decision making process.

### **Unit 2 Differentiation from Competitors (08 Hrs.)**

Product differentiation, Service differentiation, Personnel differentiation, Channel differentiation, Image differentiation, Positioning: Meaning and types of positioning.

### **Unit 3 Sales and Marketing for startups (09 Hrs.)**

Introduction to sales and marketing, Difference between sales and marketing, Market Segmentation, Define the Target Market, Marketing mix, Distribution channels: Concept and types, Personal selling process.

### **Unit 4 Preparing an Ethical and Legal foundation (09 Hrs.)**

Introduction to business ethics, Differences between ethics, morals and values, Ethical and legal issues, Ethical norms followed by firms, Obtaining business license and permits.

## **10 (I). Reference Books (5<sup>th</sup> Semester)**

- a) DF Kuratko, TV Rao.(2016). Entrepreneurship: A South-Asian Perspective. Cengage Learning
- b) Mohanty. (2019). Fundamentals of Entrepreneurship. PHI Learning.

- c) Charantimath Poornima M. (2018). Entrepreneurship development and small business enterprises. Pearson
- d) Kumar, A. (2014). Entrepreneurship: Creating and leading an entrepreneurial organization. Pearson Education India.
- e) Hisrich, R., Manimala, M. J., Peters, M., Shepherd, D. A. (2014). Entrepreneurship (9<sup>th</sup> edition ed.). Mc Graw Hill India.
- f) Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., Leong, S. M. (2018). Marketing management: An Asian perspective. Harlow: Pearson.



## **9 (II). Course Outlines (6<sup>th</sup> Semester) (Total 36 Hrs.)**

### **Unit 5 Business Environment**

**(05 Hrs.)**

Introduction to Business Environment, Types of Business Environment, Environmental Scanning and Analysis.

### **Unit 6 Branding and Promotion strategies for startups**

**(07 Hrs.)**

Definition of branding, Types of brand, Brand elements, Brand Extension: Meaning and types, Brand Rejuvenation, Brand Acquisition, Promotional strategies (customer and trade Promotion).

### **Unit 7 Venture Team Plan and Organizational Structure**

**(11 Hrs.)**

Venture Team: Introduction, Importance of a team, Common attributes of effective team, Sources of hiring, People management. Organizational Structure and systems: Overview, Nature of organizational structure, Types of organizational structure, Importance of systems and procedures.

### **Unit 8 Company Formation**

**(13 Hrs.)**

Formation of business entity: Introduction, Forms of business entity: Proprietorship, Partnership and Corporation, Steps for incorporation of private/public limited company, procedure for setting up a business in India, Legal acts governing businesses in India, Winding up a registered company.

## **10 (II). Reference Books (6<sup>th</sup> Semester)**

- a) Hisrich, R., Manimala, M. J., Peters, M., Shepherd, D. A. (2014). Entrepreneurship (9<sup>th</sup> edition ed.). Mc Graw Hill India.
- b) Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., Leong, S. M. (2018). Marketing management: An Asian perspective. Harlow: Pearson.
- c) Bruce R. Barringer and R. Duane Ireland (2016). Entrepreneurship\_ Successfully Launching New Ventures-Pearson
- d) Boston, Timmons, Jerry A., and Spinelli, Stephen (2009). New Venture Creation: Entrepreneurship for the 21st Century, 8th Edition, Irwin McGraw-Hill

- e) Kumar, A. (2014). Entrepreneurship: Creating and leading an entrepreneurial organization. Pearson Education India.
- f) DF. Kuratko, TV. Rao.(2016). Entrepreneurship: A South-Asian Perspective. Cengage Learning

#### **11) Instructions:**

##### **Assignment I- Understanding Customer's needs, branding and promotion strategies for startups.**

Individual assignment submission is must for every student.

##### **Assignment II– Registering their start-up as any one form of company**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



**Course: Expert Program in Entrepreneurship and IPR**

**Year – IV**

**Course Code: 12300018**

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### **1) Introduction:**

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on seeding the entrepreneurial spirit and making them ready for opportunities exploration and idea identification by motivating and mentoring them. The students will be able to explore the risk and rewards associated with entrepreneurship.

The focus of this course is on seeding the entrepreneurial spirit and makes them ready for start-up scalability business strategies, strategic growth plan and on Intellectual Property Rights (IPR) and its importance.

### **2) The course has the following objectives:**

- Understanding the role of the intellectual property rights and new product innovation for start-ups.
- Identify the entrepreneurial opportunities using property rights and innovative products.
- Identifying the role of IPR for start-up.
- Increase the understanding of Start-up scalability
- Understanding of sustainable business model development
- Creating business growth plan

### **3) Course Outcomes**

Upon successful completion of this course, a student will be able to:

- The students once they complete their academic projects, shall get an adequate knowledge on patent and copyright for their innovative research works.

- During their research career, information in patent documents provide useful insight on novelty of their idea from state-of-the art search. This provides further way for developing their idea or innovations.
- Understand Intellectual Property Issues in University-Industry Collaboration.
- Apply the basic principles of Start-up scalability.
- Distinguish the concepts of business model development.
- Understanding various individual attributes of strategic business plan development.

#### **4) Teaching Methods and Course Materials:**

- The course will include Interactive lectures, solving case studies, market research, workshops, library readings, videos and group discussions.
- Some cases are identified which students will read and prepare for the discussion
- Guest speakers from 'Startups' will share their entrepreneurial journey.

#### **5) Individual/Group Presentation:**

The student has to select any Start-up that is at growth (scaling or establishing) phase. Their presentation/Assignment will cover following topics:

- Company History and Description
- The journey of the entrepreneur
- The vision and mission of the company
- Significant steps taken by the entrepreneur
- Current stage/situation of the business
- Conflict/split in business (if any)
- Learning from the case (case Summary)

#### **6) Cases for Class Presentation:**

Sl. No.	Title of the Case	Students' Names

**7) Study Material:** Compiled study material will be provided by the Faculty. Additional materials will be provided as and when the course progresses.

## 8) Assessment Components:

Sr. No.	Components	Weightage %
1.	Presentations/Assignment	20%
2.	Mid-term Examination	30%
3.	End-term Examination	40%
4.	Attendance and Class Participation	10%

## 9 (I). Course Outlines (7<sup>th</sup> Semester) (Total 36 Hrs.) [Govt. of Gujarat]

**Unit 1 Introduction:** Knowledge creation, Innovation and Intellectual Property Rights, Concept of Intellectual Property, Historical view of Intellectual Property system in India and International Scenario, Evolution of Intellectual Property Laws in India, Legal basis of Intellectual Property Protection, Need for Protecting Intellectual Property, Theories on concept of property - Public Vs. Private, Tangible Vs. Intangible, Industrial Vs. Intellectual, Major IP Laws in India, Types of IPR – Patents – Copyright – Trademark – Industrial Designs – Trade Secrets – Geographical Indications

**Unit 2 Patents:** Concept of Patent, Criteria of Patentability, Inventions NOT patentable, Process of Obtaining a Patent, Duration of Patents, Rights of Patentee, Limitation of rights, Infringement and Enforcement

**Unit 3 Copyrights:** Meaning of Copyright, Copyright Vs. Moral rights, Copyright eligibility, Term of Copyright, Registration of Copyright, Infringement and Remedies

**Unit 4 Trademark:** Meaning of Trademark, Criteria for trademark, Protection of Well-known marks, Concept of distinctiveness, Procedure for Trademark Registration, Term of protection, Infringement and Remedies

**Unit 5 Industrial Designs:** Meaning of Industrial Designs, Subject matter of Design, Exclusion of Designs, Novelty and Originality, Rights in Industrial Designs: Nature, Acquisition and duration of rights, Infringement and Enforcement Mechanisms

**Unit 6 Semiconductor Integrated Circuits Layout Design:** Concept of SICLDR, Criteria of SICLDR, Rights in SICLDR, Procedure for registration of Lay-out Design, Infringement and Enforcement Mechanisms

**Unit 7 Geographical Indications:** Meaning of GI, Difference between GI and Trade Marks, Concept of Authorized user, Infringement, Offences & Penalties

**Unit 8 Plant Varieties Protection:** Protection of Plant Varieties and Farmer's rights, GM Corps, Objectives of Plant Varieties Act, registration of Plant Varieties, Duration and effect of Registration, Infringement, Offences, Remedies

**Unit 9 Trade Secrets:** Meaning of Trade Secrets, Need to protect Trade secrets, Essentials and Misuse of Trade Secrets, Criteria of Protection, Procedure for registration, Infringement

**Unit 10 Commercialization of IPR:** Traditional IP and Evolving IP, Assignment, Licensing, Cross License, Patent Pool, Negotiations, Defensive Publications, Technical Disclosures, Patent Pooling, Patent Trolling, Brand Management, Brand and Pricing Strategies, Patent Mining, Patent Landscaping and Patent Mapping

#### **10) Reference Material: (3<sup>rd</sup> Semester)**

##### **Text book:**

1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.

##### **Reference book:**

1. Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.

##### **E-resources:**

1. Subramanian, N., & Sundararaman, M. (2018). Intellectual Property Rights – An Overview. Retrieved from <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>
2. World Intellectual Property Organisation. (2004). WIPO Intellectual property Handbook. Retrieved from [https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo\\_pub\\_489.pdf](https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf)

**Reference Journal:**

Journal of Intellectual Property Rights (JIPR): NISCAIR

**Useful Websites:**

1. Cell for IPR Promotion and Management (<http://cipam.gov.in/>)
2. World Intellectual Property Organisation (<https://www.wipo.int/about-ip/en/>)
3. Office of the Controller General of Patents, Designs & Trademarks (<http://www.ipindia.nic.in/>)

## **9 (II). Course Outlines (8<sup>th</sup> Semester) (Total 36 Hrs.)**

### **Unit 11 Business plan preparation for new ventures**

**(06 Hrs.)**

Business plan: introduction, Benefits of business plan, Elements of a business plan, Mistakes to avoid in making business plan, Updating the business plan.

### **Unit 12 Startup Scalability**

**(06 Hrs.)**

Introduction, Growth v/s Scaling, 4 stages in the life cycle of an entrepreneurial firms, Ways to prepare the startup to scale up, Issues in growth of a venture.

### **Unit 13 Strategies for Growth**

**(10 Hrs.)**

Growth strategies for ventures (market penetration strategies, market development strategies, new geographical market, new demographic market, product development strategies, Diversification strategies), Franchising, licensing, export strategies for growth, Joint Venture, mergers and acquisitions, Leveraged Buyouts.

### **Unit 14 Start-up to IPO**

**(06 Hrs.)**

IPO: Overview, Timing of IPO, Steps of issuing an IPO, Advantages and disadvantages of going IPO, Marketing strategies for IPO.

### **Unit 15 Succession Planning and Ending the venture**

**(08 Hrs.)**

Exit strategies for entrepreneurs, Succession of business, Options of selling the business, Steps for selling a business, Bankruptcy, Liquidation, Turnaround Strategies, Buyouts.

## **10 (II). Reference Books (8<sup>th</sup> Semester)**

### **Main Text Books:**

- a) Vijaya Kumar Ivaturi and Meena Ganesh (2020) The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture; Published by: Penguin Enterprises.
- b) S. Anil Kumar (2020), Small Business and Entrepreneurship; Published by: Dreamtech Press



- c) Harpreet S. Grover and Vibhore Goyal (2019), *Lets Build A Company* Published by: Penguin Random House India.
- d) Darren Lee-Ross and Conrad Lashley (2009) *Entrepreneurship and Small Business Management in the Hospitality Industry*; Published by: Elsevier Ltd.
- e) Peter S. Cohan (2019), *Scaling Your Startup; Mastering the Four Stages from Idea to \$10 Billion* Published by: Apress publications.
- f) Ian Whiteling (2010), *Start Your Own Business* Published by: Crimson Publishing

### **Reference Books:**

- a) Pankaj Goyal (2017) *Before You Start Up: How to Prepare to Make Your Startup Dream a Reality*; Published by: Fingerprint! Publishing
- b) Frederick-Kuratko (2010). *Entrepreneurship-Theory-Process*; Published by: Cengage Learning Australia Pty Limited.
- c) *Building a Sustainable Business* (2010) Developed by: the Minnesota Institute for Sustainable Agriculture Saint Paul, MN Published by: *Sustainable Agriculture Research and Education (SARE), College Park, MD.*
- d) Anna Kennedy (2015) *Business Development For Dummies*, Published by: John Wiley & Sons, Ltd.
- e) Verne Harnish (2014); *Scaling Up*; Published by: Gazelles, Inc.

### **11) Instructions:**

#### **Assignment I- Undertaking Innovative research project and integrating the IPR process in their research work.**

Individual assignment submission is must for every student.

#### **Assignment II– Development of a strategic business plan and its growth strategies**

Individual assignment submission is must for every student.

**OR**

**Presentation- Case Study solution on any entrepreneurial venture/ Interview of Successful Entrepreneurs/Field Visit of any Enterprise-** Students have to solve a case study allotted by the faculty and present it in front of the class with possible alternatives/solutions of their own OR Interview of Successful Entrepreneurs should be conducted by the students by covering following aspects: Background of the entrepreneur, education and qualification, source of getting the business idea, his enterprise journey, Success mantras etc. OR Visit of any Enterprise firm and interaction with the owner of the business firm and prepare a field report on parameters like: type of business, scale of business, product/service dealing in, target customer, problems faced and measures to solve the faced challenges.



**Course Name: Start-Up Project**

**Year –V**

**Course Code: 12300019**

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### **1) Introduction:**

The course is directed towards students who want to initiate a new enterprise, management of family businesses and students who want to consider entrepreneurship as a career choice. The focus of this course is on seeding the entrepreneurial spirit and making them ready for opportunities exploration and idea identification by motivating and mentoring them. The students will be able to explore the risk and rewards associated with entrepreneurship.

The course compels them to finalize any one start-up idea and register a start-up on the same. Such applied learning will help them to make the course experiential. They can integrate classroom knowledge and theory with practical application and skills developed in professional or community settings. They can also bring a wealth of benefits for themselves, for other students as well as for the community while completing a degree and when seeking a career path after studies. The course opens up several gates of opportunities for the students.

### **2) The course has the following objectives:**

- To finalise any one start-up idea and register it as start-up.
- To enhance the abilities of students to analyse market demand of the products and decision making process for product development and commercialization.
- To increase the industrial networking and collaborations.
- To encourage students for business incubation.

### **3) Course Outcomes**

Upon successful completion of this course, a student will be able to:

- Initiate a start-up in team.

- Register it as any form of business.
- Develop a team to run the venture.
- Collaborate with government and industry fraternity.
- Generate revenue for them and contribute to society with their problem solving product.

#### **4) Teaching Methods and Course Materials:**

- The course will include interaction with mentors, startups and venture capitalists, angel investors to strengthen and validate their business idea.

**5) Study Material:** Mentoring from industry fraternity and doubt solving sessions by project guide would suffice the purpose.

#### **6 (I) Projects I (9<sup>th</sup> Semester)**

**Internal Evaluation: Pitch Deck Submission and Presentation** (by individual student/group of maximum 4 students in a class)

**External Evaluation: Start-up Project Report (Part-1) submission and Viva-voce by External Panel Members**

**Project I - Own Start-up Idea Generation and Business Plan Development**

Outline: Start-up Project Report Part-I should include-

- Introduction of the start-up idea (Problem and solution)
- SWOT Analysis
- Competitive Scenario Analysis
- Market Research (Study area's demography, demand & supply, customer's survey outcome etc.)
- Institutional Support (Industry/ Government Collaborations)
- Prototype Development and its testing
- Business Plan Development

#### **7 (I) Assessment Components:**

Sr. No.	Components	Weightage %
1.	Attendance and Class Participation	10%
2.	Mid-term Examination (Pitch Deck Presentation)	20%
3.	End-term Examination [Start-up Project Report (Part-I) Submission]	50%
4.	Viva-voce on Start-up Project Report (Part-I)	20%

## 6 (II) Projects II (10<sup>th</sup> Semester)

**Internal Evaluation: Pitch Deck Submission and Presentation** (by individual student/group of maximum 4 students in a class)

**External Evaluation: Start-up Project Report (Part-II) submission and Viva-voce by External Panel Members**

**Project II-** Start-up Project Report Part-II on Marketing & Financial strategies and Growth strategies for Startup.

Outline: Start-Up Project Report Part-II (In continuation with Start-Up Project Report Part-I) should include-

- Financial strategies (Source of funding, pricing & costing, projected revenue, profit margin etc.)
- Marketing Strategies (4P's, Branding and Promotional strategies)
- Start-up business model and Ecosystem
- IPR
- Growth Strategies
- Findings, future scopes and conclusion
- Bibliography

## 7 (II) Assessment Components:

Sr. No.	Components	Weightage %
1.	Attendance and Class Participation	10%
2.	Mid-term Examination (Presentation on Start-up Project Part-II)	20%
3.	End-term Examination [Start-up Project Report (Part-II) Submission]	50%
4.	Viva-voce on Start-up Project Report (Part-II)	20%

## 8) Instructions:

All the student teams have to check their project report for plagiarism, which indicates % similarity of the languages used during drafting, using a good plagiarism checking software. The plagiarism should be below or equivalent to 30%. The 1<sup>st</sup> page of the report generated after online plagiarism check is required to be signed by each of the team members as well as by the respective guide and it should be attached mandatorily in the copies delivered to the College, to the Faculty. The department should keep a copy of these in a file after collecting them from all the teams.

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**2022-23**

**IE SYLLABUS**

<b>5 years Course (BAMS)</b>	<b>Course Name</b>  <b>Innovation &amp; Entrepreneurship</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>(Year wise)</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Description:**

The process of converting ideas into a viable business proposition is a critical factor in today's economy. Entrepreneurship is a structured and dynamic process that involves creativity, risks, and meticulous planning. This course aims to lay a foundation and basic understanding of the Entrepreneurial framework and develop the competency to think and act entrepreneurially. Entrepreneurship in practice involves acquiring the necessary skills, competencies, and action-based activities.

**Course Educational Objectives:**

This course aims to enable the students to know how the innovations, opportunities, and ideas convert into a new business.

- To know various theories of entrepreneurship and trends.
- To generate new business ideas from various sources.
- To identify various issues and challenges in starting a new venture.
- To know the elements of a business plan and designing a business model.
- To compare and contrast the entrepreneurship practices in the family business and social enterprise.

<b>1.5 years</b>	Course- Foundation of Entrepreneurship	<b>108 hrs</b>
1.	<b>Introduction to Entrepreneurship:</b> Meaning, Role of Entrepreneur, Entrepreneurial Process: different approaches, Motivation for becoming an entrepreneur: Maslow's theory, Herj burg's theory, MC Gregor's theory, McClelland 's Need -achievement theory Importance of Entrepreneurship, Functions of an Entrepreneur, Types of Entrepreneurs, Issues & Problems in Entrepreneurial Practices, entrepreneurial education and entrepreneurial mind, Value creation- economic value and social Value, Intrapreneurship (Corporate Entrepreneurship, Entrepreneurship and Startup	
2.	<b>Characteristics or traits of successful entrepreneurs and myths related to entrepreneurship.</b> Characteristics or traits of successful entrepreneurs, need for studying success characteristics / traits of entrepreneurs, how to develop successful characteristics/traits of entrepreneur and myths related to entrepreneurship.	
3.	<b>Cognitive foundations of entrepreneurship-</b> Human cognition: its basic nature- and important limitations, Creativity and innovation: ideas to reality,	
4.	<b>Innovation &amp; Value creation:</b> Meaning, different types of innovation, Analysing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation, School of Innovation, Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship, Participation for Innovation, Co-creation for Innovation	



5.	<b>Opportunities: Their nature, discovery, and Creation: -</b> Opportunities: Their basic nature, opportunities: Discovered, created, or both, Opportunities: The role of information, experience and social network- The role of information in opportunity recognition, The role of experience and social networks in opportunity recognition, how entrepreneurs can become skilled at recognizing opportunities...
6.	<b>Business Idea and Startup-</b> Meaning, sources of business ideas, techniques for idea generation like brain storming, focus group, six thinking hats as idea generation, characteristics of brilliant business ideas,
7.	<b>Feasibility Analysis –</b> Is the opportunity worth pursuing? Concept of feasibility analysis, types of feasibility analysis: product/service feasibility, industry/target market feasibility, organizational feasibility, financial feasibility, entrepreneur feasibility, role of feasibility analysis in developing business idea.
8.	<b>Business Model-</b> Introduction to business model, Types of business model, Developing and testing a business model, Business modelling process, Business model canvas, Business Models and value proposition, Business Model Failure: Reasons and Remedies Reinventing business model
9.	<b>Transforming ideas into reality: Careful planning ... and Improvising</b> Business Plan: Formal guides to create value, The importance of flexibility: Improvisation and bricolage, Effectuation: Using what you have to get where, perhaps, you want to go
10.	<b>Market Research:</b> Introduction, need of market research, Market research process, Data collection sources and methods, Questionnaire designing, Sampling, Data analysis and interpretation, Report writing
11.	<b>Identifying and analysing Business Opportunities –</b> Understanding business opportunities and Business environment, Opportunity identification: Business opportunities based on existing industries, Demand/market driven opportunities. Sources of information for opportunity.
12.	<b>Entrepreneurial Communication and Entrepreneurial Personality Development</b> (Entrepreneurial lab) Communication, communication model, Qualities of good communication, barriers to communication, Entrepreneurial communication different from business communication, Negotiation, process of negotiation, importance of negotiation in venture creations. Personality Development, Big 5 personality Dimensions, Need for achievement, self-Diagnosis
13.	<b>Startup Capital for Business:</b> An overview Fundraising: Overview, Different stages of fundraising, Startup capital for business (Bootstrapping, Crowd funding, Angel Investment, Venture Capital, Business Incubators & Accelerators, Raise Funds by Winning Contests, Raise Money through Bank Loans, Microfinance Providers or NBFCs, Important government schemes like Make in India, Startup India, Stand-up India and Mudra yojana, Atal Innovation Mission.
14.	<b>Entrepreneurship simulation lab 1-</b> Different game, experiential learning, Idea generation, selection of brilliant idea, Leadership lessons by entrepreneurial story telling pedagogy, Entrepreneurial talks, Cultivating entrepreneurial mindset, new venture creation

2.5 years	<b>Course: Basics of Entrepreneurship</b>	Course duration (1.5 years) 108Hrs
1.	<b>Managing Entrepreneurial Finance for Start-Up</b> Introduction to entrepreneurial finance, Difference between entrepreneurial finance and corporate finance, Purpose of financial information for Start-ups, Types of financial statements, Cash flow statement, Income statement, Profit and loss statement, Balance sheet, financial forecasts, Financial ratios, Break even analysis.	
2.	<b>Company Formation and Ethical &amp; Legal foundation</b> Formation of business entity: Introduction, Forms of business entity: Proprietorship, Partnership and Corporation, Steps for incorporation of private/public limited company, procedure for setting up a business in India, winding up a registered company, Introduction to business ethics, Ethical and legal issues, obtaining business license and permits.	
3.	<b>Introduction to Business Model-</b> What is business model? What is not? Different types of business model, Business model innovation, adopting a business model mindset and why is it needed, A frame work for business model innovation, The pros and cons of business model, Business Model Canvas	
4.	<b>Business Plan-</b> Business plan preparation for new ventures Business plan: introduction, Benefits of business plan, Elements of a business plan, Mistakes to avoid in making business plan, Updating the business plan	
5.	<b>Product Development and Design Thinking from Startup perspective</b> -Definition of product, Classification of product, Product life cycle, Product design: Meaning, Key factors related to design decisions, Prototyping: Overview, Methods of Prototyping, Difference between MVP, POC, Prototype, role of aesthetics in product.	
6.	<b>New Product Development</b> -New product development: Characteristics of successful new product, Classifications of new product, New product development process, New products success and failure, Product life cycle, Product mix	
7.	<b>Branding and Promotion strategies for startups-</b> Introduction to sales and marketing, Difference between sales and marketing, Market Segmentation, The 4 P's of marketing for new ventures, Define the Target Market, Marketing mix, Distribution channels: Concept and types, Personal selling process, Definition of branding, Unique Selling Proposition, Types of brands, Brand elements, IMC tools.	
8.	<b>Consumer Behaviour-</b> Meaning, Importance of consumer behaviour in Entrepreneurial Marketing, Types of consumers (institutional and Retail), Consumer decision making process, factors affecting consumer behaviour.	
9.	<b>Social Media Marketing-</b> Introduction to social media marketing and strategy, Why social Media, Face book marketing, Twitter marketing, LinkedIn Marketing, Influencer marketing	
10.	<b>Building New Venture Team-</b> The founder, Recruitment and selection of key employees, the role of board of directors, Board of advisers, lenders and Investors, other professionals.	
11.	<b>Startup Scalability</b> Introduction, Growth v/s Scaling, 4 stages in the life cycle of an entrepreneurial firms, Ways to prepare the startup to scale up, Issues in growth of a venture.	

12.	<b>Cases of different successful startup cases</b> / Video cases discussions in the class room Agriculture, Healthcare, Fintech, Medical etc. these cases must be discussed thoroughly in classroom.	
13 .	<b>The Importance of Intellectual Property (Basics Overview)</b> – The importance of Intellectual property, Determining what intellectual property to legal protect, The five key forms of intellectual property, patent- types of patents, who can apply, the process of obtaining patent, partnering for success :partnering to bring patented products to market, Patent infringement, Trade Marks: the four types of trademarks, what is protected under trade mark, Exclusion from trademark protection, The process of obtaining a trademark Copy Rights: What is protected by a copy right? Exclusion from copyright protection, how to obtain a copyright, how to obtain copyright, copyright infringement, copyright and the internet  Trade Secrets: - What qualifies for trade secret protection? Trade secret Disputes, Trade secret Protection method Geographical Indication: -meaning, who may apply, Duration of geographical Indication	
3.5 <sup>rd</sup> year	<b>Course: Startup Project 1 and 2</b>	<b>Course Duration (1.5 years) 108 hrs</b>
1	<b>Startup Project 1</b>	
	Internal Evaluation: Pitch Deck Submission and Presentation (by individual student/group of maximum 4 students in a class) Project I - Own Start-up Idea Generation and Business Plan Development Outline: Start-up Project Report Part-I should include A. Introduction of the start-up idea (Problem and solution) B. SWOT Analysis C. Competitive Scenario Analysis D. Market Research (Study area's demography, demand & supply, customer's survey outcome etc.) E. Institutional Support (Industry/ Government Collaborations) F Prototype Development and its testing G. Business Plan Development	
10.	<b>Startup Project Part-2</b>	
	Project Report Submission: Project- Own Start-up Idea Generation and Business Development Outline: Start-up Project Report should include o Introduction of the start-up idea o SWOT Analysis o Competitive Scenario Analysis o Market Research (Study area's demography, demand & supply etc.) o Institutional Support o Prototype Development and its testing o Business Plan Development o Financial strategies (Source of funding, pricing & costing, projected revenue, profit margin etc.) o Marketing Strategies (4P's)	

	<ul style="list-style-type: none"> <li>o Start-up business model and Ecosystem</li> <li>o IPR</li> <li>o Growth Strategies</li> <li>o Findings, future scopes and conclusion</li> <li>o Bibliography</li> </ul>
	<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. Kuratko, D. Entrepreneurship: Theory, process, and practice (International Edition; 9th ed.): Cengage Learning. 2013./ Latest Edition.</li> <li>2. Tim Mazzarol, Sophie Reboud, Entrepreneurship and Innovation, Theory, Practice and Context. 4th Edition, Springer,  <a href="http://www.springer.com/series/10099">http://www.springer.com/series/10099</a></li> </ol>
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Osterwalder, A., &amp; Pigneur, Y. 2010. Business Model Generation: A Handbook for Visionaries, Game Changers, And Challengers Wiley. (R 1)</li> <li>2. Neck, Heidi &amp; Greene, Patricia &amp; Brush, Candida. 2014. Teaching entrepreneurship: A practice-based approach. 10.4337/9781782540564.</li> </ol>
	<p><b>Journal(s):</b></p> <ul style="list-style-type: none"> <li>• Shane, S., &amp; Venkataraman, S. 2000. The Promise of Entrepreneurship as a Field of Research. Academy of Management Review, 25(1): 217-226.</li> <li>• Shane, S. 2012. Reflections on the 2010 AMR Decade Award: Delivering on the Promise of Entrepreneurship as a Field of Research. Academy of Management Review, 37(1): 10-20.</li> <li>• Murphy, P. J., Liao, J., &amp; Welsch, H. P. 2006. A conceptual history of entrepreneurial thought. Journal of Management History, 12(1): 12-35.</li> <li>• de Jong, J. P. J., &amp; Marsili, O. 2015. The distribution of Schumpeterian and Kirznerian opportunities. Small Business Economics, 44(1): 19-35. Baron, R. A. 2006.</li> <li>• Kirzner, I. 1999. Creativity and/or Alertness: A Reconsideration of the Schumpeterian Entrepreneur. The Review of Austrian Economics, 11(1-2): 5-17.</li> <li>• Eckhardt, J. T., &amp; Shane, S. A. 2003. Opportunities and Entrepreneurship. Journal of Management, 29(3): 333-349.</li> <li>• Haynie et al, 2010. A situated metacognitive model of the entrepreneurial mindset. Journal of Business Venturing, 25: 217-229</li> <li>• Blank, S. 2013. Why the Lean Start-Up Changes Everything? Harvard Business Review, 91(5): 63-72.</li> <li>• Ries, Eric. 2011. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business. (Book)</li> <li>• Sarasvathy, S. D. 2001. Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency. The Academy of Management Review, 26(2): 243-263.</li> <li>• Dew, N., Read, S., Sarasvathy, S. D., &amp; Wiltbank, R. 2009. Effectual versus predictive logics in entrepreneurial decision-making: Differences between experts and novices. Journal of Business Venturing, 24(4): 287-309.</li> </ul>

	<ul style="list-style-type: none"> <li>• Perry, J. T., Chandler, G. N., &amp; Markova, G. 2012. Entrepreneurial Effectuation: A Review and Suggestions for Future Research. <i>Entrepreneurship Theory and Practice</i>, 36(4): 837-861.</li> <li>• Zott, C., Amit, R., &amp; Massa, L. 2011. The Business Model: Recent Developments and Future Research. <i>Journal of Management</i>, 37(4): 1019-1042.</li> </ul> <p><b>Website(s): /Documentaries</b></p> <ul style="list-style-type: none"> <li>• Bloomberg Game Changers (e.g. Zuckerberg, Brin &amp; Page; Jobs, Musk, etc.)</li> <li>• 4 Part Documentary Called “The Men Who Built America”</li> <li>• “Shark Tank India” Inspirational series about the entrepreneurial path of 5 of the most admired business</li> <li>• Entrepreneurs: Cornelius Vanderbilt (Railroads), John D. Rockefeller (Oil), Andrew Carnegie (Steel), J.P. Morgan (Banking) and H. Ford (Automobile).</li> </ul> <p><b>b. Coursera Courses</b></p> <ul style="list-style-type: none"> <li>• C1: Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship <ul style="list-style-type: none"> <li>○ <a href="https://www.coursera.org/learn/innovative-ideas">https://www.coursera.org/learn/innovative-ideas</a></li> </ul> </li> <li>• C2: Innovation &amp; Entrepreneurship - From Basics to Open Innovation <ul style="list-style-type: none"> <li>○ <a href="https://www.coursera.org/learn/open-innovation-entrepreneurship?specialization=value-creation-innovation">https://www.coursera.org/learn/open-innovation-entrepreneurship?specialization=value-creation-innovation</a></li> </ul> </li> </ul> <p><b>c. Case lets</b></p> <ul style="list-style-type: none"> <li>• Manikutty, S., Vohra, Neharika. 2010. Aravind Eye Care System: Giving Them the Most Precious Gift, IIM Ahmedabad.</li> <li>• Kalegaonkar, Lehigh &amp; Locke. 2009. Biocon India Group, MIT Management Sloan.</li> <li>• Jeffrey J. Busgang; Tom Quinn; Annelena Lobb. 2021. On the Bubble: Startup Bootstrapping, Harvard Business School.</li> </ul>
	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Explain various aspects of the entrepreneurial process and trends in entrepreneurship.</li> <li>2. Interpret the sources of business opportunities and differentiate types of innovation</li> <li>3. Examine the process of new venture and the legal issues relating to entrepreneurial ventures</li> <li>4. Design and develop a business model and prepare a business Plan</li> <li>5. Appraise the entrepreneurship process in the family business and social enterprise</li> </ol>

**2023-24**

**IE SYLLABUS**



**School of Management, Commerce & Liberal Arts**

**Nomenclature for Innovation and Entrepreneurship Courses**

**NEP SYLLABUS**

<b>Sr. No.</b>	<b>Semester</b>	<b>Course Name</b>
1	Sem 1	Foundation of Entrepreneurship
2	Sem 2	Identifying Entrepreneurial Opportunities
3	Sem 3	Marketing Strategies For Start Ups
4	Sem 4	Finance and Funding for Start Up
5	Sem 5	Intellectual Property Rights
6	Sem 6	Practical Insights of Entrepreneurship
7	Sem 7	Start Up Ecosystem & Project formulation
8	Sem 8	Start Up Projects



## Department of Innovation and Entrepreneurship

4 Years || 8 Semester

### Semester-1

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
SEC	SEC230101	2	30	20%	30%	-	50%	-

### Foundation of Entrepreneurship

#### Course Outcomes (COs)

1. To know various theories of entrepreneurship and trends.
2. To identify various issues and challenges in starting a new venture.
3. To understand innovation and its implications
4. To create entrepreneurial mindset through understanding entrepreneurial personality

#### Syllabus:

Module	Contents	No of Sessions	Weightage	CO Mapping
1	<b>Introduction to Entrepreneurship:</b> <ul style="list-style-type: none"> <li>• Meaning, Role of Entrepreneur,</li> <li>• Entrepreneurial Process and different approaches,</li> <li>• Motivation for becoming an entrepreneur: Maslow's theory, Herzberg's theory, MC Gregor's theory, McClelland's Need - achievement theory</li> <li>• Importance of Entrepreneurship, Functions of an Entrepreneur,</li> </ul>	12	40%	CO-1 & CO-2



	<p>Types of Entrepreneurs, Issues &amp; Problems in Entrepreneurial Practices, Entrepreneurial education and entrepreneurial mind,</p> <ul style="list-style-type: none"> <li>• Value creation- economic value and social Value</li> <li>• Intrapreneurship (Corporate Entrepreneurship, Entrepreneurship and Startup</li> </ul>			
<b>2</b>	<p><b>Characteristics or traits of successful entrepreneurs and myths related to entrepreneurship:</b></p> <ul style="list-style-type: none"> <li>• Characteristics or traits of successful entrepreneurs, need for studying success characteristics / traits of entrepreneurs,</li> <li>• How to develop successful characteristics/traits of entrepreneur</li> <li>• Myths related to entrepreneurship.</li> </ul>	<b>9</b>	<b>30%</b>	<b>CO-4</b>
<b>3</b>	<p><b>Cognitive foundations of entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Human cognition: its basic nature- and important limitations,</li> <li>• Creativity and innovation</li> <li>• Ideas to reality</li> </ul>	<b>9</b>	<b>30%</b>	<b>CO-3</b>

<b>Evaluation</b>		
1	Assignments / Quizzes / Class Participation / Role Play/ Project etc.	30% (Internal Assessment)
2	Internal Examination	20% (Internal Assessment)
3	External Examination (University Exam)	50% (External Assessment)

**Basic Text Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	S.S. Khanka, Gupta. C.B.	Entrepreneurship & Small Business Management	Sultan Chand and Sons	Latest Edition
2	Sami Uddin	Entrepreneurship Development in India	Mittal Publications	Latest Edition
3	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha	Entrepreneurship	McGraw Hill	Latest Edition
4	Kuratko and Rao	Entrepreneurship: A South Asian Perspective	Cengage Learning	Latest Edition

**Reference Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	Dr. Bhatia.R.C	Entrepreneurship: Business and Management	Sultan Chand and Sons	Latest
2	Bruce R. Barringer	Entrepreneurship: Successfully Launching New Ventures	Pearson Education	Latest
3	<u>Janakiram. B., Rizwana. M.</u>	Entrepreneurship development	Excel Books	Latest
4	Khanna. S.S.	Entrepreneurial Development	S. Chand	Latest

**List of Journals / Periodicals / Magazines / Newspapers:**

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

1. Journal of Entrepreneurship
2. Journal of Small Business Management
3. Journal of Entrepreneurship & Management
4. AMC Indian Journal of Entrepreneurship



## Department of Innovation and Entrepreneurship

### Semester -2

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
SEC	SEC230102	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

### Identifying Entrepreneurial Opportunities

#### Course Outcomes (COs)

1. Exploration of opportunities from the market
2. Check technical, market, financial and other types of Feasibility of a business idea.
3. Develop business model to describe the rationale of how an organization creates, delivers, and captures value
4. Identification of various Business Opportunities from the market

#### Syllabus:

Module	Contents	No of Sessions	Weightage	CO Mapping
1	<b>Opportunities: Their nature, discovery, and Creation:</b> <ul style="list-style-type: none"> <li>Opportunities: Their basic nature, opportunities: Discovered, created, or both, Opportunities: The role of information, experience and social network- The role of information in opportunity recognition</li> <li>How entrepreneurs can become skilled at recognizing</li> </ul>	12	40%	CO-1

	opportunities...Entrepreneurship, Entrepreneurship and Startup			
<b>2</b>	<b>Business Idea Creation:</b> <ul style="list-style-type: none"> <li>• Meaning, sources of business ideas, techniques for idea generation like brain storming,</li> <li>• Focus group, six thinking hats as idea generation,</li> <li>• Characteristics of brilliant business ideas</li> </ul> <b>Feasibility Analysis:</b> <ul style="list-style-type: none"> <li>• Is the opportunity worth pursuing?</li> <li>• Concept of feasibility analysis,</li> <li>• Types of feasibility analysis: product/service feasibility, industry/target market feasibility, organizational feasibility, financial, feasibility, entrepreneur feasibility,</li> <li>• Role of feasibility analysis in developing business idea.</li> </ul>	<b>9</b>	<b>30%</b>	<b>CO-2 &amp; CO-3</b>
<b>3</b>	<b>Business Model:</b> <ul style="list-style-type: none"> <li>• Introduction to business model, Types of business model,</li> <li>• Developing and testing a business model, Business modelling process, Business model canvas,</li> <li>• Business Models and value proposition, Business Model Failure: Reasons and Remedies Reinventing business model</li> </ul>	<b>9</b>	<b>30%</b>	<b>CO-4</b>

<b>Evaluation</b>		
1	Assignments / Quizzes / Class Participation / Role Play/ Project etc.	30% (Internal Assessment)
2	Internal Examination	20% (Internal Assessment)
3	External Examination (University Exam)	50% (External Assessment)

**Basic Text Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	S.S. Khanka, Gupta. C.B.	Entrepreneurship & Small Business Management	Sultan Chand and Sons	Latest Edition
2	Sami Uddin	Entrepreneurship Development in India	Mittal Publications	Latest Edition
3	Arya Kumar	Entrepreneurship: creating and leading an entrepreneurial organization	Pearson	Latest Edition

**Reference Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	Dr. Bhatia.R.C	Entrepreneurship: Business and Management	Sultan Chand and Sons	Latest
2	Bruce R. Barringer	Entrepreneurship: Successfully Launching New Ventures	Pearson Education	Latest
3	<u>Janakiram. B.</u> , <u>Rizwana. M.</u>	Entrepreneurship development	Excel Books	Latest
4	Khanna. S.S.	Entrepreneurial Development	Excel Books	Latest

**List of Journals / Periodicals / Magazines / Newspapers:**

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

1. Journal of Entrepreneurship
2. Journal of Small Business Management
3. Journal of Entrepreneurship & Management
4. AMC Indian Journal of Entrepreneurship
5. Business Standards and The Economic Times
6. Entrepreneur India Magazine



## Department of Innovation and Entrepreneurship

### Semester -3

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
SEC	SEC230303	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

### Marketing Strategies for Start Ups

#### Course Outcomes (COs)

1. Exploration of Marketing basics in real world
2. Understanding customer ways of reacting to marketing and various types of customers.
3. Understanding Brand and its importance as well as various techniques of Integrated marketing
4. Exploration of the new buzz social media marketing basics

#### Syllabus:

Module	Contents	No of Sessions	Weightage	CO Mapping
1	<b>Entrepreneurial marketing: Entrepreneurship and marketing interface</b> Introduction, marketing and Entrepreneurship definitions, importance of the Entrepreneurship and marketing interface, Elements of marketing mix <b>Foundations of marketing decision-making</b> <b>Case Study: Versare, Inc</b> Introduction, Five forces in the entrepreneurial marketing environment <b>Case Study: Consumer insight</b>	8	25%	CO1

2	<p><b>Entrepreneurial market identification</b>  Introduction, B2C, B2G and B2B marketing, stages in the buying process, adoption process, the product life cycle, Industrial advertising and promotion  <b>Case Study:</b> Big D Custom Screen Printing marketing dilemma</p> <p><b>Entrepreneurial marketing Segmentation</b>  Consumer, industrial, and governmental markets  Market segmentation techniques  Industry and Competitive analysis  <b>Case Study: Funrent.com-success or failure?</b></p> <p><b>Entrepreneurial product/service policy</b>  Introduction, product, product planning and development process, types of new products/services, Product mix, Branding, Packaging, Labelling  <b>Case Study: Computer for the blind</b></p>	14	50%	CO2, CO3
3	<p><b>Entrepreneurial pricing policy</b>  Introduction, fundamental aspects of pricing, methods and factors affecting pricing, General pricing strategies  <b>Case Study:</b> Jamie Lloyd and West End ticket prices</p> <p><b>Entrepreneurial distribution policy</b>  Introduction, distribution channel essentials, structure and conflicts, Physical distribution, other distribution channels  <b>Case Study: Gentli Shoes</b></p> <p><b>Entrepreneurial Promotion policy</b>  Introduction, elements of promotion mix, Social media and digital technology, types of entrepreneurial campaigns, Promotion budget  <b>Case Study: Shoney's</b></p> <p><b>International entrepreneurial marketing</b>  <b>The entrepreneurial marketing plan</b></p>	8	25%	CO1, CO4

**NOTE: - The sessions in the 3rd semester will be conducted in combination with in-house faculty and industry experts in different marketing domains, using different pedagogies to give meaningful insights and real-time experience in entrepreneurial marketing.**

<b>Evaluation</b>		
1	Assignments / Quizzes / Class Participation / Role Play/ Project etc.	30% (Internal Assessment)
2	Internal Examination	20% (Internal Assessment)
3	External Examination (University Exam)	50% (External Assessment)

### **Basic Text Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	Robert D. Hisrich and Veland Ramadani	Entrepreneurial Marketing A Practical Managerial Approach	EE Edward Elgar Publishing Cheltenham, UK Northampton, MA, USA	Latest
2	Phillip Kotler .	Marketing Management	Pearson	Latest Edition

### **Reference Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	Srinivasan	Case Studies in Marketing, The Indian Context	PHI	Latest
2	V.S. Ramaswamy and S. Namakumari	Marketing Management	McMillan	Latest
3	Adrian Palmer	Introduction to Marketing theory and practice	Oxford University Press	Latest
4	Hair, Sharma, Mcdaniel, Cengage	MKTG	A South Asian Prospective	Latest Edition
5	Rajan Saxena	Marketing Management	TMH	Latest Edition

### **Additional reading –**

Fangfang Li & Jorma Larimo & Leonidas C. Leonidou, 2021. "Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda," Journal of the Academy of Marketing Science, Springer, vol. 49(1), pages 51-70, January.





## Department of Innovation and Entrepreneurship

### Semester – 4

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
SEC	SEC230404	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

### Finance and Funding for Start Up

#### Course Outcomes (COs)

1. Finance and its importance in the real world
2. Various ways of development of finance for the company
3. Understanding the importance of accounting and its impact
4. Importance of ratio and how its effects the balance sheet of the company

#### Syllabus:

Module	Contents	No of Sessions	Weightage	CO Mapping
1	<b>THE ENTREPRENEURIAL ENVIRONMENT.</b> <ul style="list-style-type: none"> <li>• Introduction to Finance for Entrepreneurs.</li> <li>• Developing the Business Idea.</li> </ul> <b>ORGANIZING AND OPERATING THE VENTURE</b> <ul style="list-style-type: none"> <li>• Organizing and Financing a New Venture.</li> <li>• Preparing and Using Financial Statements.</li> <li>• Evaluating Operating and Financial Performance.</li> </ul>	08	25%	CO1, CO3, CO4
2	<b>PLANNING FOR THE FUTURE</b> <ul style="list-style-type: none"> <li>• Managing Cash Flow.</li> <li>• Types and Costs of Financial Capital.</li> </ul>	08	25%	CO2, CO4

	<ul style="list-style-type: none"> <li>• Law Considerations When Obtaining Venture Financing.</li> </ul> <b>CREATING AND RECOGNIZING VENTURE VALUE.</b> <ul style="list-style-type: none"> <li>• Projecting Financial Statements.</li> <li>• Valuing Early-Stage Ventures.</li> <li>• Venture Capital Valuation Methods</li> </ul>			
<b>3</b>	<b>STRUCTURING FINANCING FOR THE GROWING VENTURE.</b> <ul style="list-style-type: none"> <li>• Professional Venture Capital.</li> <li>• Other Financing Alternatives</li> </ul> <b>EXIT AND TURNAROUND STRATEGIES.</b> <ul style="list-style-type: none"> <li>• Harvesting the Business Venture Investment.</li> <li>• Financially Troubled Ventures: Turnaround Opportunities?</li> </ul> <b>CAPSTONE CASES.</b> Case 1. Eco-Products, Inc. Case 2. Spatial Technology, Inc.	<b>14</b>	<b>50%</b>	<b>CO1, CO2</b>

**NOTE: -**

**The sessions in the 4<sup>th</sup> semester will be conducted jointly with in-house faculty and industry experts. Further, the sessions shall also be conducted with government officials and investors who are directly involved in financing and policymaking in the startup ecosystem.**

<b>Evaluation</b>		
1	Assignments / Quizzes / Class Participation / Role Play/ Project etc.	30% (Internal Assessment)
2	Internal Examination	20% (Internal Assessment)
3	External Examination (University Exam)	50% (External Assessment)

**Basic Text Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	J. Chris Leach   Ronald W. Melicher	Entrepreneurial Finance	Cengage	Latest
2	Frank J Fabozzi	Entrepreneurial Finance and Accounting for High-Tech Companies	MITPress	Latest Edition

**Reference Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	Smith J K, Smith R L and Bliss R T	Entrepreneurial Finance: Strategy, Valuation and Deal Structure	Stanford University Press	Latest
2	Marco Da Rin and Thomas Hellman	Fundamentals of Entrepreneurial Finance	Oxford University Press	Latest
3	Gregory Becker	Accounting Principles: The Ultimate Beginner's Guide to Accounting	Abe Books	Latest Edition
4	Berkeley	Accounting for Small Business Owners	Tycho Press	Latest Edition



## **Nomenclature for Innovation and Entrepreneurship Courses**

**4 Years || 8 Semester**

**Swarnnim Institute of Technology (SIT)**

### **NON NEP SYLLABUS**

<b>Sr. No.</b>	<b>Semester</b>	<b>Course Name</b>
1	Sem 1	Foundation of Entrepreneurship
2	Sem 2	Identifying Entrepreneurial Opportunities
3	Sem 3	Marketing Strategies For Start Ups
4	Sem 4	Finance and Funding for Start Up
5	Sem 5	Intellectual Property Rights
6	Sem 6	Practical Insights of Entrepreneurship
7	Sem 7	Start Up Ecosystem & Project formulation
8	Sem 8	Start Up Projects



## Department of Innovation and Entrepreneurship

4 Years || 8 Semester

### Semester-1

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
SEC	2SEC230101	2	30	20%	30%	-	50%	-

### Foundation of Entrepreneurship

#### Course Outcomes (COs)

1. To know various theories of entrepreneurship and trends.
2. To identify various issues and challenges in starting a new venture.
3. To understand innovation and its implications
4. To create entrepreneurial mindset through understanding entrepreneurial personality

#### Syllabus:

Module	Contents	No of Sessions	Weightage	CO Mapping
1	<b>Introduction to Entrepreneurship:</b> <ul style="list-style-type: none"> <li>• Meaning, Role of Entrepreneur,</li> <li>• Entrepreneurial Process and different approaches,</li> <li>• Motivation for becoming an entrepreneur: Maslow's theory, Herzberg's theory, MC Gregor's theory, McClelland's Need - achievement theory</li> <li>• Importance of Entrepreneurship, Functions of an Entrepreneur,</li> </ul>	12	40%	CO-1 & CO-2

	<p>Types of Entrepreneurs, Issues &amp; Problems in Entrepreneurial Practices, Entrepreneurial education and entrepreneurial mind,</p> <ul style="list-style-type: none"> <li>• Value creation- economic value and social Value</li> <li>• Intrapreneurship (Corporate Entrepreneurship, Entrepreneurship and Startup</li> </ul>			
<b>2</b>	<p><b>Characteristics or traits of successful entrepreneurs and myths related to entrepreneurship:</b></p> <ul style="list-style-type: none"> <li>• Characteristics or traits of successful entrepreneurs, need for studying success characteristics / traits of entrepreneurs,</li> <li>• How to develop successful characteristics/traits of entrepreneur</li> <li>• Myths related to entrepreneurship.</li> </ul>	<b>9</b>	<b>30%</b>	<b>CO-4</b>
<b>3</b>	<p><b>Cognitive foundations of entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Human cognition: its basic nature- and important limitations,</li> <li>• Creativity and innovation</li> <li>• Ideas to reality</li> </ul>	<b>9</b>	<b>30%</b>	<b>CO-3</b>

<b>Evaluation</b>		
1	Assignments / Quizzes / Class Participation / Role Play/ Project etc.	30% (Internal Assessment)
2	Internal Examination	20% (Internal Assessment)
3	External Examination (University Exam)	50% (External Assessment)

### Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	S.S. Khanka, Gupta. C.B.	Entrepreneurship & Small Business Management	Sultan Chand and Sons	Latest
2	Sami Uddin	Entrepreneurship Development in India	Mittal Publications	Latest
3	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha	Entrepreneurship	McGraw Hill	Latest
4	Kuratko and Rao	Entrepreneurship: A South Asian Perspective	Cengage Learning	Latest

### Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Dr. Bhatia.R.C	Entrepreneurship: Business and Management	Sultan Chand and Sons	Latest
2	Bruce R. Barringer	Entrepreneurship: Successfully Launching New Ventures	Pearson Education	Latest
3	Janakiram. B., Rizwana. M.	Entrepreneurship development	Excel Books	Latest
4	Khanna. S.S.	Entrepreneurial Development	S. Chand	Latest

### List of Journals / Periodicals / Magazines / Newspapers:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

1. Journal of Entrepreneurship
2. Journal of Small Business Management
3. Journal of Entrepreneurship & Management
4. AMC Indian Journal of Entrepreneurship

Course Outcomes	Expected Mapping with Programme Outcomes (1-Low Correlation; 2-Medium correlation;3-High Correlation)														
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	2	2	-	-	1	-	-	-	-	-	-	-	-
CO-2	-	2	2	3	1	-	2	-	2	-	-	-	-	-	-
CO-3	3	3	2	2	1	1	1	-	1	1	-	-	-	-	-
CO-4	-	-	1	1	1	1	1	-	-	-	-	-	-	-	-



## Department of Innovation and Entrepreneurship

### Semester -2

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
SEC	2SEC230202	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

### Identifying Entrepreneurial Opportunities

#### Course Outcomes (COs)

1. Exploration of opportunities from the market
2. Check technical, market, financial and other types of Feasibility of a business idea.
3. Develop business model to describe the rationale of how an organization creates, delivers, and captures value
4. Identification of various Business Opportunities from the market

#### Syllabus:

Module	Contents	No of Sessions	Weightage	CO Mapping
1	<b>Opportunities: Their nature, discovery, and Creation:</b> <ul style="list-style-type: none"> <li>• Opportunities: Their basic nature, opportunities: Discovered, created, or both, Opportunities: The role of information, experience and social network- The role of information in opportunity recognition</li> <li>• How entrepreneurs can become skilled at recognizing</li> </ul>	12	40%	CO-1



	opportunities...Entrepreneurship, Entrepreneurship and Startup			
<b>2</b>	<b>Business Idea Creation:</b> <ul style="list-style-type: none"> <li>• Meaning, sources of business ideas, techniques for idea generation like brain storming,</li> <li>• Focus group, six thinking hats as idea generation,</li> <li>• Characteristics of brilliant business ideas</li> </ul> <b>Feasibility Analysis:</b> <ul style="list-style-type: none"> <li>• Is the opportunity worth pursuing?</li> <li>• Concept of feasibility analysis,</li> <li>• Types of feasibility analysis: product/service feasibility, industry/target market feasibility, organizational feasibility, financial, feasibility, entrepreneur feasibility,</li> <li>• Role of feasibility analysis in developing business idea.</li> </ul>	<b>9</b>	<b>30%</b>	<b>CO-2 &amp; CO-3</b>
<b>3</b>	<b>Business Model:</b> <ul style="list-style-type: none"> <li>• Introduction to business model, Types of business model,</li> <li>• Developing and testing a business model, Business modelling process, Business model canvas,</li> <li>• Business Models and value proposition, Business Model Failure: Reasons and Remedies Reinventing business model</li> </ul>	<b>9</b>	<b>30%</b>	<b>CO-4</b>

<b>Evaluation</b>		
1	Assignments / Quizzes / Class Participation / Role Play/ Project etc.	30% (Internal Assessment)
2	Internal Examination	20% (Internal Assessment)
3	External Examination (University Exam)	50% (External Assessment)

**Basic Text Books:**

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	S.S. Khanka, Gupta. C.B.	Entrepreneurship & Small Business Management	Sultan Chand and Sons	Latest Edition
2	Sami Uddin	Entrepreneurship Development in India	Mittal Publications	Latest Edition
3	Arya Kumar	Entrepreneurship: creating and leading an entrepreneurial organization	Pearson	Latest Edition

**Reference Books:**

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1	Dr. Bhatia.R.C	Entrepreneurship: Business and Management	Sultan Chand and Sons	Latest
2	Bruce R. Barringer	Entrepreneurship: Successfully Launching New Ventures	Pearson Education	Latest
3	Janakiram. B., Rizwana. M.	Entrepreneurship development	Excel Books	Latest
4	Khanna. S.S.	Entrepreneurial Development	Excel Books	Latest

**List of Journals / Periodicals / Magazines / Newspapers:**

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

1. Journal of Entrepreneurship
2. Journal of Small Business Management
3. Journal of Entrepreneurship & Management
4. AMC Indian Journal of Entrepreneurship
5. Business Standards and The Economic Times
6. Entrepreneur India Magazine

Course Outcomes	Expected Mapping with Programme Outcomes (1-Low Correlation; 2-Medium correlation;3-High Correlation)														
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO -1	PSO -2	PSO -3
CO-1	1	2	3	2	1	1	1	1	1	1	-	1	-	-	-
CO-2	1	3	2	1	2	1	1	1	-	-	-	1	-	-	-
CO-3	1	2	2	2	2	2	2	1	1	1	1	1	-	-	-
CO-4	3	3	2	3	2	2	2	-	-	-	-	1	-	-	-



## Department of Innovation and Entrepreneurship

### Semester -3

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
SEC	2SEC230303	2	30	20%	30%	-	50%	-

### Marketing Strategies for Start Ups

#### Course Outcomes (COs)

1. Exploration of Marketing basics in real world
2. Understanding customer ways of reacting to marketing and various types of customers.
3. Understanding Brand and its importance as well as various techniques of Integrated marketing
4. Exploration of the new buzz social media marketing basics

#### Syllabus:

Module	Contents	No of Sessions	Weightage	CO Mapping
1	<b>Entrepreneurial marketing: Entrepreneurship and marketing interface</b> Introduction, marketing and Entrepreneurship definitions, importance of the Entrepreneurship and marketing interface, Elements of marketing mix <b>Foundations of marketing decision-making</b> <b>Case Study: Versare, Inc</b>	8	25%	CO1

	Introduction, Five forces in the entrepreneurial marketing environment <b>Case Study: Consumer insight</b>			
<b>2</b>	<b>Entrepreneurial market identification</b> Introduction, B2C, B2G and B2B marketing, stages in the buying process, adoption process, the product life cycle, Industrial advertising and promotion <b>Case Study: Big D Custom Screen Printing marketing dilemma</b> <b>Entrepreneurial marketing Segmentation</b> Consumer, industrial, and governmental markets Market segmentation techniques Industry and Competitive analysis <b>Case Study: Funrent.com-success or failure?</b> <b>Entrepreneurial product/service policy</b> Introduction, product, product planning and development process, types of new products/services, Product mix, Branding, Packaging, Labelling <b>Case Study: Computer for the blind</b>	<b>14</b>	<b>50%</b>	<b>CO2, CO3</b>
<b>3</b>	<b>Entrepreneurial pricing policy</b> Introduction, fundamental aspects of pricing, methods and factors affecting pricing, General pricing strategies Case Study: Jamie Lloyd and West End ticket prices <b>Entrepreneurial distribution policy</b> Introduction, distribution channel essentials, structure and conflicts, Physical distribution, other distribution channels <b>Case Study: Gentli Shoes</b> <b>Entrepreneurial Promotion policy</b> Introduction, elements of promotion mix, Social media and digital	<b>8</b>	<b>25%</b>	<b>CO1, CO4</b>

	technology, types of entrepreneurial campaigns, Promotion budget <b>Case Study: Shoney's</b> <b>International entrepreneurial marketing</b> <b>The entrepreneurial marketing plan</b>			
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<b>Evaluation</b>		
1	Assignments / Quizzes / Class Participation / Role Play/ Project etc.	30% (Internal Assessment)
2	Internal Examination	20% (Internal Assessment)
3	External Examination (University Exam)	50% (External Assessment)

### **Basic Text Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	Robert D. Hisrich and Veland Ramadani	Entrepreneurial Marketing A Practical Managerial Approach	EE Edward Elgar Publishing Cheltenham, UK Northampton, MA, USA	Latest
2	Phillip Kotler .	Marketing Management	Pearson	Latest Edition

### **Reference Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	Srinivasan	Case Studies in Marketing, The Indian Context	PHI	Latest
2	V.S. Ramaswamy and S. Namakumari	Marketing Management	McMillan	Latest
3	Adrian Palmer	Introduction to Marketing theory and practice	Oxford University Press	Latest
4	Hair, Sharma, Mcdaniel, Cengage	MKTG	A South Asian Prospective	Latest Edition
5	Rajan Saxena	Marketing Management	TMH	Latest Edition

### Additional reading –

Fangfang Li & Jorma Larimo & Leonidas C. Leonidou, 2021. "Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda," Journal of the Academy of Marketing Science, Springer, vol. 49(1), pages 51-70, January.

Course Outcomes	Expected Mapping with Programme Outcomes (1-Low Correlation; 2-Medium correlation;3-High Correlation)														
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	1	1	1	1	1	1	1	1	1	-	1	-	-	-
CO-2	-	-	1	1	-	2	2	-	-	-	-	1	-	-	-
CO-3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	2	-	-	-	-	-	-	1	-	-	-



## Department of Innovation and Entrepreneurship

### Semester – 4

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
SEC	2SEC230404	2	30	Theory	Continuous Assessment	Practical	Theory	Practical
				20%	30%	-	50%	-

### Finance and Funding for Start Up

#### Course Outcomes (COs)

1. Finance and its importance in the real world
2. Various ways of development of finance for the company
3. Understanding the importance of accounting and its impact
4. Importance of ratio and how its effects the balance sheet of the company

#### Syllabus:

Module	Contents	No of Sessions	Weightage	CO Mapping
1	<b>THE ENTREPRENEURIAL ENVIRONMENT.</b> <ul style="list-style-type: none"> <li>• Introduction to Finance for Entrepreneurs.</li> <li>• Developing the Business Idea.</li> </ul> <b>ORGANIZING AND OPERATING THE VENTURE</b> <ul style="list-style-type: none"> <li>• Organizing and Financing a New Venture.</li> <li>• Preparing and Using Financial Statements.</li> <li>• Evaluating Operating and Financial Performance.</li> </ul>	08	25%	CO1, CO3, CO4
2	<b>PLANNING FOR THE FUTURE</b> <ul style="list-style-type: none"> <li>• Managing Cash Flow.</li> <li>• Types and Costs of Financial Capital.</li> </ul>	08	25%	CO2, CO4

	<ul style="list-style-type: none"> <li>• Law Considerations When Obtaining Venture Financing.</li> </ul> <b>CREATING AND RECOGNIZING VENTURE VALUE.</b> <ul style="list-style-type: none"> <li>• Projecting Financial Statements.</li> <li>• Valuing Early-Stage Ventures.</li> <li>• Venture Capital Valuation Methods</li> </ul>			
<b>3</b>	<b>STRUCTURING FINANCING FOR THE GROWING VENTURE.</b> <ul style="list-style-type: none"> <li>• Professional Venture Capital.</li> <li>• Other Financing Alternatives</li> </ul> <b>EXIT AND TURNAROUND STRATEGIES.</b> <ul style="list-style-type: none"> <li>• Harvesting the Business Venture Investment.</li> <li>• Financially Troubled Ventures: Turnaround Opportunities?</li> </ul> <b>CAPSTONE CASES.</b> Case 1. Eco-Products, Inc. Case 2. Spatial Technology, Inc.	<b>14</b>	<b>50%</b>	<b>CO1, CO2</b>

<b>Evaluation</b>		
1	Assignments / Quizzes / Class Participation / Role Play/ Project etc.	30% (Internal Assessment)
2	Internal Examination	20% (Internal Assessment)
3	External Examination (University Exam)	50% (External Assessment)

### **Basic Text Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	J. Chris Leach   Ronald W. Melicher	Entrepreneurial Finance	Cengage	Latest
2	Frank J Fabozzi	Entrepreneurial Finance and Accounting for High-Tech Companies	MITPress	Latest Edition

### **Reference Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	Smith J K, Smith R L and Bliss R T	Entrepreneurial Finance: Strategy, Valuation and Deal Structure	Stanford University Press	Latest
2	Marco Da Rin and Thomas Hellman	Fundamentals of Entrepreneurial Finance	Oxford University Press	Latest



3	Gregory Becker	Accounting Principles: The Ultimate Beginner's Guide to Accounting	AbeBooks	Latest Edition
4	Berkeley	Accounting for Small Business Owners	Tycho Press	Latest Edition

Course Outcomes	Expected Mapping with Programme Outcomes (1-Low Correlation; 2-Medium correlation;3-High Correlation)														
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
CO-3	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-
CO-4	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-