

**Title of Skill Course: Innovation and Entrepreneurship**

1. Department: Institutes Innovation Cell (IIC)
2. Title: Innovation and Entrepreneurship
3. Sector:
4. Year of implementation: 2024

**Course Structure**

Skill Level	Theory Hours	Practical Hours	Training	Total Hours	Credits
6	30	15	05	50	02

**Syllabus****Course Objectives:**

1. To motivate and educate students so that they develop confidence, leadership skills and critical thinking skills to succeed in establishing successful startups.
2. To learn the legal, ethical, and structural aspects of forming and running a startup.
3. To understand the various types of IPR, including patents, copyrights, trademarks, trade secrets, and industrial designs.
4. To identify entrepreneurial activity and its application.

**Theory Syllabus (Contact Hrs: 30, Credits: 01)****Unit I Introduction** 8Hr

Introduction to Innovation and Creativity in Entrepreneurship, Start-Up (when & how to take the first step), Technology entrepreneurship, strategies in the pre incubation stage

**Unit II Entrepreneurship and Innovation** 8Hr

Start-Up Projects Ideation, Startup opportunities, pattern identification and recognition of venture creation, Start-up types

**Unit III Start-Up and business plans** 7Hr

Introduction to business models; building & analyzing business models; business model canvas; assignment; Funding options (when & how to attract the right investors), Management Concept and Design Thinking

**Unit IV Project planning and Analysis** 7Hr

Managing startup–financials-resources-certification etc., Startup Survival and Growth: Stages of growth in a new venture–Growing with the market – Growing within the industry, IPR and patent management.

**Practical Syllabus (Contact Hrs: 15, Credits: 01)**

Subject specific Case study/ projects

Incubation center visit

**Learning Outcomes:**

After studying this course, innovator should be able to:

- 1 Discuss what is meant by entrepreneurship and innovation from both a theoretical and practical perspective.
- 2 Apply an entrepreneurial mindset and engage in successful appropriate entrepreneurial behaviour.
- 3 Describe the ways in which entrepreneurs perceive opportunity, manage risk, organise resources and add value.

**References:**

1. Peter F. Drucker, 2006, Innovation and Entrepreneurship, Harper Business.
2. Kathleen R Allen, 2016, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning
3. Bruce R. Barringer, R. Duane Ireland, 2019, Entrepreneurship successfully, launching new ventures. Pearson, 6<sup>th</sup> edition, Pearson Education Limited.
4. David Kidder, 2013, The Startup Playbook: Secrets of the Fastest-Growing Startups from Their Founding Entrepreneurs, Chronicle Books
5. K. Swapna, John S. Moses, Y. Sarada, 2019, Startup management, Himalaya Publishing House Pvt. Ltd.

**BOS Sub Committee:**

- 1 Mr. S. K. Shinde (Chairman)
- 2 Dr. G. D. Kokate (member)

**Experts:**

1. Mr. Salman Shaikh (Industrial Expert, Metafix India Pvt. Ltd.)