

K L University
Department of Management Studies, KLUBS
Course Handout for III Year BBA-MBA PROGRAM
A.Y.2017-18, Even Semester

Course Name : Innovation & Entrepreneurship
Course Code : 15BB32C3
L-T-P structure : 3-0-0
Course Credits : 3
Course Coordinator : M V A L NARASIMHA RAO
Course Instructors : Dr. Shamsheer Ahmed
Course Teaching Associates : NIL

Course Objective: The important course objectives are

- To gain factual knowledge to understand what Innovation and entrepreneurship are all about (terminology, trends, and characteristics),
- To learn fundamental principles or processes of Innovation and Entrepreneurship development
- To apply the knowledge of Innovation Management to create new products, business processes
- To apply the knowledge of entrepreneurial concepts and processes and to create an entrepreneurial organization

Course Rationale: This course is offered in the III year of BBA – MBA as a core course to sensitize the student with the knowledge and understanding of innovation and entrepreneurship.

Every industry that manufactures goods or provides a service requires innovations and entrepreneurs and intrapreneurs whose primary role is to conceptualize and bring to the market new and improved products and services to serve customers better and build sustainable competitive advantages... Corporations in the global marketplace also require managers with a good understanding of the processes involved in this arena. The importance of these roles has increased dramatically over the years leading to a greater demand for skilled graduates in this field.

Course Outcomes (CO): Upon successful completion of this course, students will be able to:

CO NO	COURSE OUTCOMES	SO	BTL
CO 1	Explain and apply the key terms, definitions, and concepts used in the study of Innovation and Entrepreneurship Development	b,f	2
CO 2	Demonstrate how as an entrepreneur he can use the concepts of Innovation, to create new product , services and business processes	b,f	2
CO 3	Construct a well-structured business plan by including all the necessary elements of the business plan	b,f	4
CO 4	Demonstrate how as an entrepreneur he can use the concepts of Entrepreneurship, to develop a new entrepreneurial organization	b,f	2

COURSE OUTCOME INDICATORS (COI):

CO No.	COI-1	COI-2	COI-3
1	<ul style="list-style-type: none"> • Explain the concept of Innovation, drivers of innovation and types of 	<ul style="list-style-type: none"> • Explain the concept of entrepreneurship, types of 	<ul style="list-style-type: none"> • Understand the importance of entrepreneurship for

	innovation strategies	entrepreneurs, entrepreneurial culture	employment generation and economic development
2	<ul style="list-style-type: none"> Discuss the process of Innovation, innovation and economics of innovation and explain the different aspects of IPR 	<ul style="list-style-type: none"> Understand the AU model of innovation and S-curves and their use in developing new innovative products and services 	<ul style="list-style-type: none"> Understand the concept of diffusion of innovation and its importance in the introduction of new products in the market
3	<ul style="list-style-type: none"> Understand the sources of business ideas and elements of business plan and process 	<ul style="list-style-type: none"> Analyze the environmental changes and trends and apply the techniques of generating new business ideas to come up with new business ideas 	<ul style="list-style-type: none"> Apply the knowledge of business planning to develop a well-structured business plan for a proposed new venture
4	<ul style="list-style-type: none"> Understand the role of governments in entrepreneurship development 	<ul style="list-style-type: none"> Understand the support extended by government and other entrepreneurship development organizations to plan a new entrepreneurial venture 	<ul style="list-style-type: none"> Identify the potential sectors for a new start-up and development process by understanding the success and failure factors of new ventures

SYLLABUS (As approved by BoS):

Introduction to Innovation: Concept of innovation, Sources of innovation, Innovation Life cycles – leveraging market, technology and S –curves, Disruptive innovations, Technology adaptation and diffusion, Intellectual Property – Patents, Trademarks and copy rights. **Innovations Management:** Invention vs. Innovation; Innovation Strategies, Models; Concurrent Engineering; Process Innovation; Economics of Innovation; Innovation Management process. **The Entrepreneurial Development Perspective:** Concepts of Entrepreneurship Development; Evolution of the concept of Entrepreneur; Drivers of Entrepreneurship: Attributes and Characteristics of a successful Entrepreneur; Role of Entrepreneur in Indian economy and developing economies with reference to Self-Employment Development; Entrepreneurial Culture; Women Entrepreneurship. **Creating Entrepreneurial Venture:** Defining Business Idea; Techniques of generating business ideas, Opportunity assessment; Business Planning Process; Environmental Analysis - Search and Scanning; Identifying problems and opportunities; Basic Government Procedures to be complied with. **Entrepreneurship Development:** Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available ; Role of different agencies in the Entrepreneurship Development; Innovation and Entrepreneurship in different sectors in India.

BoS Approved Text books:

1. Entrepreneurship, Robert D Hisrich, Michael P Peters, Mathew Manimala, Dean A. Shepherd, Tata Mc Graw Hill , 9th edition
2. Technology Strategy for Managers and Entrepreneurs, Scott Shane, 2009, Pearson – Prentice Hall
3. Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Arya Kumar, Pearson Education, 1st edition

BoS Approved Reference Books:

1. Corporate Entrepreneurship: Building The Entrepreneurial Organisation, Paul Burns Palgrave Macmillan.
2. Innovation and Entrepreneurship, Drucker F Peter, 1985. Heinemann, London.

Other Books, References: (As recommended for reference by the course team, if any): NIL

Deviations (if any) from BoS approved syllabus and the topics planned: NIL

COURSE DELIVERY PLAN:

Sess. No.	CO	COI	Topic (s)	Teaching-Learning Methods	Evaluation Components
1	1	1	Innovation concept and its importance in business.	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
2	1	1	Evolution of innovations	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester

					examination
3	1	1	Drivers of innovation	Lecture with PPT and interaction / Actively listens, participates and summarizes	In-semester examination and end semester examination
4	1	2	The concept of Entrepreneurship	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
5	1	2	Evolution of the concept of entrepreneurship	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
6	1	2	Drivers of entrepreneurship	Lecture with PPT and interaction / Actively listens, participates and summarizes	In-semester examination and end semester examination
7	1	2	Attributes and characteristics of an entrepreneur	Lecture with PPT and interaction / Actively listens, participates and summarizes	In-semester examination and end semester examination
8	1	2	Attributes and characteristics of an entrepreneur	Lecture with PPT and interaction / Actively listens, participates and summarizes	In-semester examination and end semester examination
9	1	2	Entrepreneurial culture	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
10	1	2	Entrepreneurial culture	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
11	1	2	Women's entrepreneurship	Lecture with PPT and interaction / Actively listens, participates and summarizes	In-semester examination and end semester examination
12	1	3	Role of entrepreneurs in India and in developing economies.	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
13	1	3	Role of entrepreneurs in India and in developing economies.	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
14	2	1	Intellectual Property Rights (IPR) - Patents	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
15	2	1	Trademarks and copy rights and Geographical Indications	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
16	2	1	Innovation life cycles	Lecture with PPT/ Actively listens and summarizes and videos	In-semester examination and end semester examination
17	2	1	Economics of innovation	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
18	2	1	Economics of innovation	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination

19	2	1	Innovation Management Process	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
20	2	1	Innovation Management Process	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
21	2	2	Leveraging market technology and S-curve	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
22	2	2	Disruptive innovations	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
23	2	2	AU model of product innovation and process innovation	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
24	2	2	Henderson and Clark's Taxonomy of Innovations	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
25	2	2	Concurrent Engineering vs sequential engineering	Lecture with PPT and interaction / Actively listens, participates and summarizes	In-semester examination and end semester examination
26	2	3	Diffusion of Innovations and Adoption of new products	Lecture with PPT and interaction / Actively listens, participates and summarizes	In-semester examination and end semester examination
27	3	1	Business Plan – Definition and importance	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
28	3	1	Business planning process	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
29	3	1	Implementation and amendment of business plan	Lecture with PPT/ Actively listens and summarizes	In-semester examination and end semester examination
30	3	1	Business Ideas –introduction and sources of business ideas	Lecture with PPT/ Actively listens and summarizes	End-semester examination
31	3	2	Environmental Analysis	Lecture with PPT, interaction and videos / Actively listens, watches, participates and summarizes	In-semester examination and end semester examination
32	3	2	Environmental Analysis	Lecture with PPT, interaction and videos / Actively listens, watches, participates and summarizes	In-semester examination and end semester examination
33	3	2	Methods of generating new business ideas	Lecture with PPT and interaction / Actively listens, participates and summarizes	End-semester examination
34	3	2	Identifying problems and opportunities	Lecture with PPT, interaction and videos / Actively listens, watches, participates and summarizes	End-semester examination
35	3	3	Business plan – structure and components	Lecture with PPT/ Actively listens and summarizes	In-semester examination and Active Learning

36	4	1	Basic Government Procedures to be complied with	Lecture with PPT/ Actively listens and summarizes	End-semester examination
37	4	1	Role of central and state governments	Lecture with PPT/ Actively listens and summarizes	End-semester examination
38	4	1	Role of entrepreneurial development organizations	Lecture with PPT/ Actively listens and summarizes	End-semester examination
39	4	1	Business Incubators	Lecture with PPT/ Actively listens and summarizes	End-semester examination
40	4	2	Grants	Lecture with PPT/ Actively listens and summarizes	End-semester examination
41	4	2	Subsidies	Lecture with PPT/ Actively listens and summarizes	End-semester examination
42	4	2	Incentives	Lecture with PPT/ Actively listens and summarizes	End-semester examination
43	4	2	Export Oriented Units	Lecture with PPT/ Actively listens and summarizes	End-semester examination
44	4	2	Export Oriented Units	Lecture with PPT/ Actively listens and summarizes	End-semester examination
45	4	3	Innovation and entrepreneurship in different sectors	Lecture with PPT/ Actively listens and summarizes	End-semester examination

Session wise Teaching – Learning Plan

Session Number: 1

Session Outcome: After this session, the student will be able to explain the concept of innovation

Time(min)	Topic	BTL	Teaching – Learning Method
05	Introduction		
15	Innovation concept		Lecture with PPT/ Actively listens and summarizes
15	Importance of Innovation in business	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 2

Session Outcome: After this session, the student will be able to explain the concepts of innovation and invention

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Evolution of innovations, Dimensions of Innovations		Lecture with PPT/ Actively listens and summarizes
15	Innovation & Invention	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 3

Session Outcome: After this session, the student will be able to explain the drivers of innovation and steps in classic model of innovation

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Drivers of innovation		Lecture with PPT and interaction / Actively listens, participates and summarizes
15	Classic model of Innovation	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 4

Session Outcome: After this session, the student will be able to explain the concept of entrepreneurship

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	The concept of Entrepreneurship		Lecture with PPT/ Actively listens and summarizes
15	Nature of entrepreneurship	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 5

Session Outcome: After this session, the student will be able to discuss the evolution stages of entrepreneurship from the centuries

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Evolution of the concept of entrepreneurship		Lecture with PPT/ Actively listens and summarizes
15	Entrepreneurial Process	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 6

Session Outcome: After this session, the student will be able to explain the factors that drive the individuals towards entrepreneurial process

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Drivers of entrepreneurship – Trends		Lecture with PPT and interaction / Actively listens, participates and summarizes
15	Push and Pull factors	2	Lecture with PPT and interaction / Actively listens, participates and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 7

Session Outcome: After this session, the student will be able to explain the qualities and skills required to become successful entrepreneur

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		

15	Attributes and characteristics of an entrepreneur		Lecture with PPT and interaction / Actively listens, participates and summarizes
15	Skills required for an entrepreneur	2	Lecture with PPT and interaction / Actively listens, participates and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 8

Session Outcome: After this session, the student will be able to discuss the advantages and disadvantages of entrepreneurship

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Attributes and characteristics of an entrepreneur		Lecture with PPT and interaction / Actively listens, participates and summarizes
15	Advantages and disadvantages of entrepreneurship	2	Lecture with PPT and interaction / Actively listens, participates and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 9

Session Outcome: After this session, the student will be able to discuss the nature of entrepreneurial culture

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Entrepreneurial culture – concept		Lecture with PPT/ Actively listens and summarizes
15	Characteristics to describe culture	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 10

Session Outcome: After this session, the student will be able to explain the features of entrepreneurial culture and administrative culture

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Entrepreneurial culture vs administrative culture	2	Lecture with PPT/ Actively listens and summarizes
15	Techniques to develop entrepreneurial culture		Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 11

Session Outcome: After this session, the student will be able to explain the drivers of women entrepreneurship

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Women's entrepreneurship – Drivers		Lecture with PPT and interaction / Actively listens, participates and summarizes
15	Types of women entrepreneurship	2	Lecture with PPT and

			interaction / Actively listens, participates and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 12

Session Outcome: After this session, the student will be able to explain the importance of entrepreneurship in economic development

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Role of entrepreneurs in India and in developing economies		Lecture with PPT/ Actively listens and summarizes
15	Entrepreneurship and employment creation	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 13

Session Outcome: After this session, the student will be able to discuss the innovation and resource utilizations processes as part of entrepreneurial activity and their contribution in economic development

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Product Innovations, Technology transfers		Lecture with PPT/ Actively listens and summarizes
15	Entrepreneurship and resource utilization	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 14

Session Outcome: After this session, the student will be able to explain the intellectual property concept and types

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Intellectual Property Rights – Introduction		Lecture with PPT/ Actively listens and summarizes
15	Patents	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 15

Session Outcome: After this session, the student will be able to explain the concepts and importance of trademarks and copy rights

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Trademarks and copy rights		Lecture with PPT/ Actively listens and summarizes
15	Geographical Indications	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 16

Session Outcome: After this session, the student will be able to explain the concept and importance of innovation life cycle

Time(min)	Topic	BTL	Teaching – Learning Method
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05	Recap		
15	Innovation life cycles – concept		Lecture with PPT, interaction and videos / Actively listens, watches, participates and summarizes
15	Importance of studying innovation life cycle	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 17

Session Outcome: After this session, the student will be able to explain the economic characteristics of innovation

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Economics of innovation		Lecture with PPT/ Actively listens and summarizes
15	Economic characteristics of Innovation	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 18

Session Outcome: After this session, the student will be able to discuss the costs of innovation and managerial implications

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Costs of Innovation in an organization – Commercial feasibility		Lecture with PPT/ Actively listens and summarizes
15	Managerial implications of economics of innovation	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 19

Session Outcome: After this session, the student will be able to depict and explain the process of innovation management

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Innovation Management Process		Lecture with PPT/ Actively listens and summarizes
15	Stages in innovation management process	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 20

Session Outcome: After this session, the student will be able to discuss the decision variables across the stages of innovation management and deliverables in each stage

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Basic decision variables across the stages of Innovation process		Lecture with PPT/ Actively listens and summarizes
15	Deliverables in each stage of innovation process	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds

05	Summary		
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Session Number: 21

Session Outcome: After this session, the student will be able to understand the elements of S - curves

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Innovation life cycle strategies and s - curve		Lecture with PPT/ Actively listens and summarizes
15	Leveraging market technology and S-curve	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 22

Session Outcome: After this session, the student will be able to identify the differences between disruptive innovation and incremental innovation

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Disruptive innovations		Lecture with PPT/ Actively listens and summarizes
15	Incremental Innovations	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 23

Session Outcome: After this session, the student will be able to comprehend the stages of AU model and concept of dominant design

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	AU model of product innovation and process innovation		Lecture with PPT/ Actively listens and summarizes
15	Stages of AU model and dominant design	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 24

Session Outcome: After this session, the student will be able to distinguish the elements of Clark’s taxonomy like radical innovation, architectural innovation etc.

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Henderson and Clark’s Taxonomy of Innovations		Lecture with PPT/ Actively listens and summarizes
15	Architectural and radical innovations	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 25

Session Outcome: After this session, the student will be able to explain the concepts concurrent engineering and sequential engineering

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		

15	Concurrent engineering		Lecture with PPT/ Actively listens and summarizes
15	Sequential engineering vs concurrent engineering	2	Lecture with PPT and interaction / Actively listens, participates and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 26

Session Outcome: After this session, the student will be able to explain the concept of diffusion of innovations and adaptation to develop strategies.

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Diffusion of Innovations and Adoption of new products		Lecture with PPT and interaction / Actively listens, participates and summarizes
15	Stages of adaptation, Factors affecting the speed of diffusion	2	Lecture with PPT and interaction / Actively listens, participates and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 27

Session Outcome: After this session, the student will be able to discuss the importance and scope of a business plan

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Business Plan – Definition and importance		Lecture with PPT/ Actively listens and summarizes
15	Scope and value of the business plan	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 28

Session Outcome: After this session, the student will be able to depict the business planning process and explain the stages

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Business planning process – steps		Lecture with PPT/ Actively listens and summarizes
15	Perspectives of evaluation of a business plan	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 29

Session Outcome: After this session, the student will be able to explain the reasons for the failure of business plan and will be able to discuss the implementation and amendment of plan

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Implementation and amendment of business plan		Lecture with PPT/ Actively listens and summarizes
15	Why business plans fail?	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 30

Session Outcome: After this session, the student will be able to identify the sources of business ideas

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Business Ideas – definition and introduction		Lecture with PPT/ Actively listens and summarizes
15	Sources of business ideas	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 31

Session Outcome: After this session, the student will be able to analyze the environmental factors that create the opportunities

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Environmental Analysis – concept		Lecture with PPT and interaction / Actively listens, participates and summarizes
15	Types of environmental factors	4	Lecture with PPT and interaction / Actively listens, participates and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 32

Session Outcome: After this session, the student will be able to analyze the trends happening in internal and external environment

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Internal Environmental factors – Analysis		Lecture with PPT, interaction and videos / Actively listens, watches, participates and summarizes
15	External Environmental factors – analysis	4	Lecture with PPT, interaction and videos / Actively listens, watches, participates and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 33

Session Outcome: After this session, the student will be able to apply the methods of generating new ideas in an organization

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Methods of generating new business ideas		Lecture with PPT and interaction / Actively listens, participates and summarizes
15	Advantages and disadvantages of the techniques of generating ideas	3	Lecture with PPT and interaction / Actively listens, participates and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 34

Session Outcome: After this session, the student will be able to analyse the environmental trends that develop opportunities and problems

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Critical factors and pit falls in new venture development		Lecture with PPT, interaction and videos / Actively listens, watches, participates and summarizes
15	Identifying problems and opportunities	4	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 35

Session Outcome: After this session, the student will be able to apply the knowledge of outline of a business plan to prepare a new business plan for a proposed entrepreneurial venture.

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Business plan – Outline		Lecture with PPT/ Actively listens and summarizes
15	Preparation of a business plan - Structure and components	3	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 36

Session Outcome: After this session, the student will be able to explain the basic government procedures to be complied with like registration of the firm, environmental permissions and NOCs etc.

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Basic Government Procedures to be complied with		Lecture with PPT/ Actively listens and summarizes
15	Registrations, Permissions, NOCs and other statutory requirements	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 37

Session Outcome: After this session, the student will be able to summarize the role of central and state governments in entrepreneurship development process

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Role of central and state governments in entrepreneurship development		Lecture with PPT/ Actively listens and summarizes
15	Different mechanisms of government for Entrepreneurship development	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 38

Session Outcome: After this session, the student will be able to brief the role of different entrepreneurship development organizations viz educational, technical, financial etc

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Role of entrepreneurial development organizations – Sector specific		Lecture with PPT/ Actively listens and summarizes

15	Financial and non-financial, technical and skill development	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 39

Session Outcome: After this session, the student will be able to describe the role of business incubators in entrepreneurship development

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Business Incubators – Meaning and nature		Lecture with PPT/ Actively listens and summarizes
15	Business incubator services –Technology incubators and business incubators	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 40

Session Outcome: After this session, the student will be able to understand the government grants to the entrepreneurs

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Grants – meaning and nature		Lecture with PPT/ Actively listens and summarizes
15	Types of government grants extended to entrepreneurs	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 41

Session Outcome: After this session, the student will be able to understand the concept of subsidies and types of subsidies

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Subsidies – meaning and nature		Lecture with PPT/ Actively listens and summarizes
15	Types of sector specific and market development subsidies	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 42

Session Outcome: After this session, the student will be able to understand the concept of incentives and nature of incentives and importance

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Incentives – meaning and nature		Lecture with PPT/ Actively listens and summarizes
15	Types of incentives	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 43

Session Outcome: After this session, the student will be able to understand the concept of EOUs and special facilities extended to EOUs.

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Export Oriented Units – definition		Lecture with PPT/ Actively listens and summarizes
15	Special facilities extended to EOUs	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 44

Session Outcome: After this session, the student will be able to explain the different kinds of support extended by the government to support EOUs

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Tax exemptions to EOUs		Lecture with PPT/ Actively listens and summarizes
15	Other financial and non-financial support to EOUs	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

Session Number: 45

Session Outcome: After this session, the student will be able to identify the potential sectors for entrepreneurship development

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		
15	Innovation and entrepreneurship in different sectors		Lecture with PPT/ Actively listens and summarizes
15	Identifying potential sector for entrepreneurial activity	2	Lecture with PPT/ Actively listens and summarizes
05	Q & A		Student responds
05	Summary		

EVALUATION PLAN:

Evaluation Component	Weightage/ Marks	Date	Duration (Hours)	CO 1			CO 2			CO 3			CO 4		
				1	2	3	1	2	3	1	2	3	1	2	3
COI Number				1	2	3	1	2	3	1	2	3	1	2	3
BTL				2	2	2	2	2	2	2	4	3	2	2	2
Test 1	Weightage (10%)		90 mts	3	3	4									
	Max Marks (20)			6	6	8									
Test 2	Weightage (10%)		90 mts				3	3	4						
	Max Marks (20)						6	6	8						
Test 3	Weightage (10%)		90 mts							3	3	4			
	Max Marks (20)									6	6	8			
Active Learning	Weightage (15%)									5	5	5			

	Max Marks (15)								5	5	5				
Attendance	Weightage (5%)	Equal weightage for all the lecture sessions (5%)													
Semester End Exam	Weightage (50%)		180 mts	3	3	4	3	3	4	3	3	4	6	6	8
	Max Marks (50)			3	3	4	3	3	4	3	3	4	6	6	8
	Question Number			1	2-7	8	1	2-7	8	1	2-7	8	1	2-7	8

Course Team members, Chamber Consultation Hours and Chamber Venue details:

S.No.	Name of Faculty	Chamber Consultation Day(s)	Chamber Consultation Timings for each day	Chamber Consultation Room No:	Signature of Course faculty
1	M V A L NARASIMHA RAAO	FRIDAY	4 PM – 5 PM	V FLOOR - CHAMBER	
2	Dr. Shamsheer Ahmed	FRIDAY	4 PM – 5 PM	IV FLOOR - CUBICALS	

Signature of COURSE COORDINATOR:

Recommended by HEAD OF DEPARTMENT:

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Hari Kiran Vege,

Assoc. Dean-TLP

for **Approved By: DEAN-ACADEMICS**

(Sign with Office Seal)

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1. This form is to be filled using Calibri (Body) font, size 10.
2. Only titles, captions, table headings as given in this form are to be in bold. All others should be in normal letter mode.
3. Instructions specified in Italics are to be removed while submitting the filled in format.