

Semester II	Internal marks:60		External marks: 40	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs/week	CREDITS
22UGIE	INNOVATION & ENTREPRENEURSHIP	Ability Enhancement Compulsory Course -III	2	1

Course Objective

The course is designed to motivate the students in Entrepreneurship with innovative ideas and build interest in Venture Creation.

Course Outcome and Cognitive Level Mapping

The students will be able to

CO	CO Statement	Knowledge Level
CO 1	Identify Self-Entrepreneurial traits and passion leads.	K3
CO 2	Discover problem solving opportunities and generate ideas	K3
CO 3	Analyse the process of design thinking	K4
CO 4	Develop Business Model canvas for the idea generated	K5
CO 5	Validate the business idea by creating Capstone project	K6

Mapping of CO with PO and PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	2	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	2	3	3	3	3	2

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

SYLLABUS

UNIT	CONTENT	HOURS	CO'S	COGNITIVE LEVELS
I	<p><u>Entrepreneurship & Intrapreneurship</u></p> <p>Importance of Entrepreneurship Development-The entrepreneurial mind set – Attributes and Characteristics of a successful entrepreneur.</p> <p>Intrapreneurship- Importance- Attributes, Contribution and Characteristics of a successful Intrapreneur- Types of Intrapreneurs.</p> <p>Self-Discovery- Learnings from famous company cases that promote entrepreneurship and Intrapreneurship. (Activity)</p>	6	<p>CO1</p> <p>CO2</p> <p>CO3</p> <p>CO4</p> <p>CO5</p>	<p>K3</p> <p>K4</p> <p>K5</p>
II	<p><u>Entrepreneurial Skill Sets</u></p> <p>Significance of Entrepreneurship skills-Business Management Skill-Decision making skills-Principles of Effectuation-Analytical & Problem-solving skill- Critical thinking skill- Lateral thinking skill-Factors associated with lateral thinking along with examples.</p> <p>Opportunity Discovery-</p>	6	<p>CO1</p> <p>CO2</p> <p>CO3</p> <p>CO4</p> <p>CO5</p>	<p>K3</p> <p>K4</p> <p>K5</p>

	Identify problems worth solving through JTBD method (Activity)			
III	<p>Design Thinking & Innovation</p> <p>Innovation & Creativity- Role in Industry and Organizations- Dynamics of Creative Thinking-Process of Design Thinking-Implementing the Process in Driving Innovation through scientific technologies and Non technology process.</p> <p>Business Idea Generation – Build your own Idea Bank with Innovative Approaches (Activity)</p>	6	<p>CO1</p> <p>CO2</p> <p>CO3</p> <p>CO4</p> <p>CO5</p>	<p>K3</p> <p>K4</p> <p>K5</p>
IV	<p>Crystallising the business Idea</p> <p>Customer Discovery- Identification of customer segments-Drafting of Value Proposition Canvas with a venture creation Idea. Basics of Business Model and LEAN Approach, Blue Ocean Strategy Approach.</p> <p>Crafting business model for a venture using the Lean Canvas – (Activity)</p>	6	<p>CO1</p> <p>CO2</p> <p>CO3</p> <p>CO4</p> <p>CO5</p>	<p>K3</p> <p>K4</p> <p>K5</p>
V	<p>Start -up Business Plan</p> <p>Presentation of Capstone project; Validation Analysis; Pre-incubation and Incubation stages to develop a start-up ecosystem.</p>	6	<p>CO1</p> <p>CO2</p> <p>CO3</p> <p>CO4</p> <p>CO5</p>	<p>K3</p> <p>K4</p> <p>K5</p> <p>K6</p>
VI	Self study for enrichment:		CO1	K3

	(Not to be included for External examination)		CO2	K4
	Case study analysis on Entrepreneurship		CO3	K5
			CO4	
			CO5	

Textbooks

1. Elias G.Carayannis, Elbida.D.Samra (2015), Innovation and Entrepreneurship,
2. Peter.F. Drucker (2006), Innovation and Entrepreneurship, Harper Publications

Reference books

1. John R.Bessant, Joe Tidd (2015), Innovation and Entrepreneurship, Wiley Publications
2. Mike Kennard (2021), Innovation and Entrepreneurship, Routledge, Taylor and Francis

Web References

1. <https://innovation-entrepreneurship.springeropen.com/>
2. <https://www.worldcat.org/title/innovation-and-entrepreneurship-practice-and-principles/oclc/11549089/lists>

PEDAGOGY

e- Content modules, Activity worksheet, Case Studies

Course Designer:

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**ABILITY ENHANCEMENT COMPULSORY COURSE III-
INNOVATION AND ENTREPRENEURSHIP**

Assessment Rubrics for 100 marks

S.No	Particulars	Marks
1	Self Analysis / Preparation of Self Identification Report / Case study presentation	20
2	Identification of Problem / Innovative practice/ Business plan report	20
3	Lean Canvas / Value Proposition Model / Prototype	20
4	VIVA VOCE a. Novelty of Business Idea b. Commercial Scalability c. Pitching Presentation	20 10 10
	TOTAL	100

There will be no End Semester Examination for this Course. The subject teacher will make the assessment of students performance based on the above mentioned components and an internal VIVA VOCE will be conducted by the Institution Innovation Ambassadors of Institution Innovation Council, Ministry of Education. Marks will be awarded and submitted to CoE in the Prescribed format specified by the Controller of the examination approved by the Head of respective Departments.

Note: Semester II - Science
Semester III - Arts
B.Sc Cognitive System ^{is} not
included

V. V. J. Altho
PRINCIPAL

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13/10/22