

Semester II	Internal marks:40		External marks: 60	
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.

## **Unit I Entrepreneurship & Intrapreneurship**

Importance of Entrepreneurship Development, The entrepreneurial mind set – Attributes and Characteristics of a successful entrepreneur.

Intrapreneurship- Importance, Attributes, Contribution and Characteristics of a successful Intrapreneur- Types of Intrapreneurs.

**Self-Discovery- Learnings from famous company cases that promote entrepreneurship and Intrapreneurship. (Activity)**

## **Unit II Entrepreneurial Skill Sets**

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.

**Opportunity Discovery- Identify problems worth solving through JTBD method (Activity)**

## **Unit III Design Thinking & Innovation**

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.

**Business Idea Generation – Build your own Idea Bank with Innovative Approaches (Activity)**

## **Unit IV Crystallising the business Idea**

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.

**Crafting business model for a venture using the Lean Canvas – (Activity)**

## **Unit V Start -up Business Plan**

Presentation of Capstone project; Validation Analysis; Pre-incubation and Incubation stages to develop a start-up ecosystem.

**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 Publictaions
2. Mike Kennard (2021), Innovation and Entrepreneurship, Routledge, Taylor and Frnacis

**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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