

GANPAT UNIVERSITY										
FACULTY OF ENGINEERING & TECHNOLOGY										
Programme		Bachelor of Technology				Branch/Spec.		Computer Engineering/Information Technology		
Semester		V				Version		2.0.0.0		
Effective from Academic Year				2020-21		Effective for the batch Admitted in				July-2018
Subject code		2CEIT5PE7		Subject Name		Innovation & Entrepreneurship				
Teaching scheme						Examination scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	2	1	1	-	4	Theory	40	60	100	
Hours	2	1	2	-	5	Practical	30	20	50	
Pre-requisites:										
The course does not have any Pre-requisites.										
Objectives of the course:										
1. Understanding different methods to assess the attractiveness of business opportunities. 2. Understanding what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process and Decision making. 3. Understanding the key risks and the most effective processes in bringing different types of products or services to market. 4. Developing an understanding of Crafting business models and Lean Start-ups methods and theories relevant for the field. 5. Understanding how to Organize Business and Entrepreneurial Finance.										
Theory syllabus										
Unit	Content								Hrs	
1	Introduction To Entrepreneurship: Entrepreneurs; Entrepreneurial Personality and Intentions - Characteristics, Traits and Behavioural; Entrepreneurial Challenges								04	
2	Entrepreneurial Opportunities: Opportunities - Discovery/ Creation, Pattern Identification and Recognition for Venture Creation: Prototype and Exemplar Model, Reverse Engineering								06	
3	Entrepreneurial Process And Decision Making: Entrepreneurial Eco-System, Ideation, Development and Exploitation of Opportunities; Negotiation, Decision Making Process and Approaches, Effectuation and Causation								06	
4	Crafting Business Models And Lean Start-Ups: Introduction to Business Models; Creating Value Propositions - Conventional Industry Logic, Value Innovation Logic; Customer Focused Innovation; Building and Analysing Business Models; Business Model Canvas, Introduction to Lean Start-Ups, Business Pitching								08	
5	Organizing Business And Entrepreneurial Finance: Forms of Business Organizations; Organizational Structures; Evolution of Organisation, Sources and Selection of Venture Finance Options and its Managerial Implications. Policy Initiatives and Focus; Role of Institutions in Promoting Entrepreneurship								06	
Practical content										
Experiments/Practical/Simulations/Case studies would be carried out based on syllabus										
Text Books										
1	Ries, Eric, The lean Start-up: How constant innovation creates radically successful businesses, Penguin Books Limited.									
2	Blank, Steve, The Startup Owner’s Manual: The Step by Step Guide for Building a Great Company, K&S Ranch.									
Reference Books										
1	T. H. Byers, R. C. Dorf, A. Nelson, Technology Ventures: From Idea to Enterprise, McGraw Hill.									
2	Osterwalder, Alex and Pigneur, Yves, Business Model Generation.									
3	Kachru, Upendra, India Land of a Billion Entrepreneurs, Pearson									

ICT/MOOCs Reference	
1	https://swayam.gov.in/nd1_noc19_mg55/preview
2	https://online.stanford.edu/courses/xmse100-introduction-innovation-and-entrepreneurship
3	https://www.coursera.org/learn/open-innovation-entrepreneurship
Course Outcomes:	
<p>After successful completion of this course, student will be able to</p> <ol style="list-style-type: none"> 1. Explain the fundamentals behind the entrepreneurial personality and their intentions 2. Discover/create and evaluate opportunities. 3. Identify various stakeholders for the idea and develop value proposition for the same. 4. Describe various Business Models and design a business model canvas. 5. Select suitable finance and revenue models for start-up venture. 	