

MBA -IEV

SCHEME & SYLLABUS



ST JOSEPH ENGINEERING COLLEGE

AN AUTONOMOUS INSTITUTION

Vamanjoor, Mangaluru - 575028

MOTTO

Service and Excellence

VISION

To be a global premier Institution of professional education and research

MISSION

- Provide opportunities to deserving students of all communities, the Christian students in particular, for quality professional education
- Design and deliver curricula to meet the national and global changing needs through student-centric learning methodologies
- Attract, nurture and retain the best faculty and technical manpower
- Consolidate the state-of-art infrastructure and equipment for teaching and research activities
- Promote all-round personality development of the students through interaction with alumni, academia and industry
- Strengthen the Educational Social Responsibilities (ESR) of the Institution



ST JOSEPH ENGINEERING COLLEGE

An Autonomous Institution
Vamanjoor, Mangaluru- 575028

Affiliated to VTU-Belgaum & Recognized by AICTE
NBA-Accredited: B.E. (CSE, ECE, EEE, ME, CIV) & MBA
NAAC – Accredited with grade A+

SCHEME AND SYLLABUS

MBA

**(INNOVATION, ENTREPRENEURSHIP AND
VENTURE DEVELOPMENT)**

[MBA -IEV]

(EFFECTIVE FROM ACADEMIC YEAR 2021 - 22)

AUTONOMY AND ACCREDITATION

St Joseph Engineering College (SJEC) is an Autonomous Institute under Visvesvaraya Technological University (VTU), Belagavi, Karnataka State, and is recognized by the All-India Council for Technical Education (AICTE), New Delhi. SJEC is registered under the trust “Diocese of Mangalore, Social Action Department”.

The SJEC has been conferred Fresh Autonomous Status from the Academic Year 2021-22. The college was granted autonomy by the University Grants Commission (UGC) under the UGC Scheme for Autonomous Colleges 2018 and conferred by VTU. The UGC Expert Team had visited the college on 28-29 November 2021 and rigorously assessed the college on multiple parameters. The fact that only a handful of engineering colleges in the state have attained Autonomous Status adds to the college’s credibility that has been on a constant upswing. Autonomy will make it convenient for the college to design curricula by recognizing the needs of the industry, offering elective courses of choice and conducting the continuous assessment of its students.

At SJEC, the Outcome-Based Education (OBE) system has been implemented since 2011. Owing to OBE practised at the college, SJEC has already been accredited by the National Board of Accreditation (NBA). Five of the UG programs, namely Computer Science & Engineering, Mechanical Engineering, Electronics and Communication Engineering, Electrical & Electronics Engineering and Civil Engineering and MBA programs, have accreditation from the NBA.

Also, SJEC has been awarded the prestigious A+ grade by the National Assessment and Accreditation Council (NAAC) for five years. With a Cumulative Grade Point Average (CGPA) of 3.39 on a 4-point scale, SJEC has joined the elite list of colleges accredited with an A+ grade by NAAC in its first cycle. The fact that only 5 per cent of the Higher Education Institutions in India have bagged A+ or higher grades by NAAC adds to the college’s credibility that has been on a constant upswing.

The college is committed to offering quality education to all its students, and the accreditation by NAAC and NBA reassures this fact. True to its motto of “Service and Excellence”, the college’s hard work has resulted in getting this recognition, which has endorsed the academic framework and policies that the college has been practising since its inception. The college has been leveraging a flexible choice-based academic model that gives students the freedom to undergo learning in respective disciplines and a transparent and continuous evaluation process that helps in their holistic development.

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SJEC MBA

The Department of Business Administration was started in the year 2007 with an objective of producing competent industry professionals with sound ethical values and service attitude. It was approved as a research centre in the year 2011 to offer Ph D programmes by VTU, Belagavi. The Department has been accredited by National Board of Accreditation (NBA) in 2020. The Department regularly organises Management Development Programmes, Faculty Development Programmes, Capacity Building Programmes and Student Development Programmes. With its total focus on Outcome Based Education, the Department has adopted active learning strategies in delivering the curriculum.

Department Vision

To impart quality management education to bring out competent, socially responsible and conscientious professionals.

Department Mission

- Imparting contemporary curriculum and its application to business situations
- Developing proficiency through continuous industry-academia interface and research
- Encouraging entrepreneurship and venture development
- Sensitizing the students towards the needs of society
- Inculcating diligence through extra-curricular activities

Programme Educational Objectives (PEOs)

- PEO 1:** Graduates will be able to apply the theoretical concepts in real life situations.
- PEO 2:** Graduates will be able to communicate effectively think critically and be able to manage interpersonal relationships.
- PEO 3:** Graduates will be capable of sustaining entrepreneurial ventures.
- PEO 4:** Graduates will be able to exhibit effective decision making skills.
- PEO 5:** Graduates will be able to adapt to constantly changing environment.

Programme Outcomes (POs)

- PO1: Apply knowledge of management theories and practices to solve business problems.
- PO2: Foster Analytical and critical thinking abilities for data-based decision making.
- PO3: Ability to develop Value based Leadership ability.
- PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
- PO6: Ability to create entrepreneurial ventures.

Scheme of Teaching and Examination													
MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)													
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)													
I Semester													
SL. No.	Course	Course code	Course Title	Teaching Hours/ Week			Examination				Credits		
				Lecture	Tutorial	Practical Component	Self-Study	Duration in hours	CIE Marks	SEE Marks		Total Marks	
1	PCC	21IEV101	Principles of Technology-Innovation-Management	4	0	0	0	0	3	50	50	100	4
2	PCC	21IEV102	Innovation Development and Management	4	0	0	0	0	3	50	50	100	4
3	PEC	21IE103X	Elective-I	4	0	0	0	0	3	50	50	100	4
4	PEC	21IE104X	Elective-II	4	0	0	0	0	3	50	50	100	4
5	SDC	21IEP105	Capstone Project -I: Creative Problem Solving/Idea-Proof-of-Concept	0	0	8	0	0	-	50	50	100	4
6	SDC	21IEP106	Capstone Project-II: Development of Innovation/Prototype and Submission	0	0	8	0	0	-	50	50	100	4
Total				16	0	16	0	0	12	300	300	600	24
Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course, Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process													
Elective-I		21IE103A: Techno-Entrepreneurship – Theories and Models											
21IE103X		21IE103B: Research Methods											
Elective-II		21IE104A: Managerial Economics for Entrepreneurs											
21IE104X		21IE104B: Start-up Law, Ethics and Environment in India											

Scheme of Teaching and Examination
MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

II Semester

Sl. No.	Course	Course code	Course Title	Teaching Hours/ Week						Examination			Credits
				Lecture	Tutorial	Practical Component	Self-Study	Duration in hours	CIE Marks	SEE Marks	Total Marks		
1	PCC	21IEV201	Entrepreneurial Leadership and Organisational Behaviour	4	0	0	0	0	3	50	50	100	4
2	PEC	21IE202X	Elective -III	4	0	0	0	0	3	50	50	100	4
3	SDC	21IEP203	Capstone Project-III: Development of Business Model for the Innovation and Submission	0	0	8	0	0	-	50	50	100	4
4	SDC	21IEV204	Start-up/Incubation/Acceleration Residency Learning Program-I	0	0	24	0	0	-	50	50	100	12
Total				8	0	32	0	0	6	200	200	400	24

Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course
 Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.
 Four credit courses are designed for 50 hours Teaching – Learning process

Elective-III	21IE202A: Corporate and Social Entrepreneurship
21IE202X	21IE202B: New Venture Establishment and Management

Scheme of Teaching and Examination												
MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)												
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)												
III Semester												
SL. No.	Course	Course code	Course Title	Teaching Hours/ Week			Examination				Credits	
				Lecture	Tutorial	Practical Component	Self-Study	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	PCC	21IEV301	Venture Financing	4	0	0	0	3	50	50	100	4
2	PCC	21IEV302	Government Strategies & Policies and International Economy	4	0	0	0	3	50	50	100	4
3	PEC	21IE303X	Elective -IV	4	0	0	0	3	50	50	100	4
4	PEC	21IE304X	Elective -V	4	0	0	0	3	50	50	100	4
5	PEC	21IE305X	Elective -VI	4	0	0	0	3	50	50	100	4
6	SDC	21AEC306	Skill Certification-I	0	0	0	16	-	-	100	100	4
7	SDC	21AEC307	Skill Certification-II	0	0	0	16	-	-	100	100	4
Total				20	0	0	32	15	250	450	700	28
Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process												
Elective -IV 21IE303X		21IE303A: Digital Marketing of Innovations 21IE303B: Venture Growth Strategies		Elective -V 21IE304X		21IE304A: Buying/Selling a Small Business 21IE304B: Talent and Team Management, HR Management						
Elective -VI 21IE305X		21IE305A: Technology & Global Business Linkage Opportunities 21IE305B: IPR Management and Competency Development										
Skill Certification – I & II [Outside classroom learning]		MOOCs/SWAYAM Courses of total 16 weeks duration.										

Scheme of Teaching and Examination
MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)
IV Semester

SL. No.	Course	Course code	Course Title	Teaching Hours/ Week				Examination				Credits
				Lecture	Tutorial	Practical Component	Self-Study	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	SDC	21IEV401	Real Time Venture Establishment and Management in Incubation/Acceleration Unit	0	0	20	0	-	50	50	100	22
2	SDC	21AEC402	Skill Certification-III	0	0	0	8	-	-	100	100	2
Total				0	0	20	8	-	50	150	200	24
Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course, Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process												
Skill Certification – III				MOOCs/SWAYAM Courses of total 8 weeks duration								
[Outside classroom learning]												

Definition of Credit:	One-hour Lecture (L) per week per semester = 1 Credit Two-hour Tutorial (T) per week per semester = 1 Credit Two-hour Practical/Laboratory (P) per week per semester = 1 Credit Four hours of Self-study = 1 Credit
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First Semester Syllabus

Principles of Technology-Innovation-Management			
Course Code	21IEV101	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<p>Course Learning Objectives:</p> <ol style="list-style-type: none"> 1. Explain the nature and extent of technological change and innovation 2. Recognise the diversity of types of innovation, innovators and innovation settings 3. Analyse the issues around defining ‘technology’, ‘innovation’ and ‘innovation management’ 			
Module-1			
<p>Introduction to technology, innovation and management-hierarchies of technology-Innovation as a process-Diffusion of innovation-Who are innovators?-Beyond product innovation</p> <p style="text-align: right;">10 Hours</p>			
Module-2			
<p>Nature of technological innovation and change-Waves of change-Generations of innovation-Technology push-market pull-Third generation, fourth generation and fifth generation innovation-market driven innovation.</p> <p style="text-align: right;">10 Hours</p>			
Module-3			
<p>Innovation management-Evolution and change-managing dynamics of change-Technological innovation and economic growth-changing rhythms of economic growth. Contemporary themes-degrees of innovation-radical innovation-incremental innovation-disruptive innovation-product and process innovation-service innovation</p> <p style="text-align: right;">10 Hours</p>			
Module-4			
<p>Managing Technology and Innovation- Core Competence/Core Capability - Anatomy of successful Innovation - Strategic Firm Fit Audit- Sustaining vs. Disruptive Technologies - Discontinuous vs. Continuous Innovations.</p> <p style="text-align: right;">10 Hours</p>			

Module-5	
Governing Technological Change- Frames of Dynamic Capabilities- Measurement Of dynamic capabilities - Complementary Assets and Absorptive Capacities- Exploration, Exploitation and Ambidexterity.	
10 Hours	
Course Outcomes:	
At the end of the course the student will be able to:	
21IEV101.1	Examine innovation as a process and generations of innovation.
21IEV101.2	Assess the technological innovation and economic growth.
21IEV101.3	Examine the degrees of innovation.
21IEV101.4	Differentiate between sustaining and disruptive technologies.
21IEV101.5	Analyse the frames of dynamic capabilities.
21IEV101.6	Examine exploration, exploitation and ambidexterity.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Technology Strategy for Managers and Entrepreneurs	Shane S.	McGraw Hill	2009
2	Diffusion of Innovations	Rogers, E.	London, The Free Press	5th edn, 2003
3	Democratising Innovation	Von Hippel, E.	Cambridge, MA, MIT Press.	2005
Reference Books				
1	The Management of Technological Innovation	Dodgson, M., Gann, D. and Salter, A.	Oxford, Oxford University Press	2008
2	Integrating Technological, Market and Organisational Change	Tidd, J. and Bessant, J.	Chichester, John Wiley and Sons.	4th edn, 2009
3	The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail	Christensen, C.M	Boston, Harvard Business School Press	1997

Web links/Video Lectures etc

<https://www.youtube.com/watch?v=fk7HRjLJBfE>

<https://journals.sagepub.com/doi/pdf/10.5772/56920>

<https://www.lead-innovation.com/english-blog/degree-of-innovation>

<https://ideanote.io/blog/secret-to-successful-innovation>

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IEV101.1	2	-	-	-	-	-
21IEV101.2	-	2	-	-	-	-
21IEV101.3	2		-	-	-	-
21IEV101.4	-	2	-	-	-	-
21IEV101.5	2	-	-	-	-	-
21IEV101.6	-	-	-	2	-	-

1: Low 2: Medium 3: High

Innovation Development and Management			
Course Code	21IEV102	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<p>Course Learning Objectives:</p> <ol style="list-style-type: none"> 1. Analyse the role marketing plays in innovation. 2. Identify the factors organisations have to manage to achieve success in innovation. 3. Examine the relationship between new products and prosperity. 			
Module-1			
<p>Nature and Importance of innovation-need to view innovation in the organisational context-Types of innovation-Models of innovation-Discontinuous innovation-Innovation as a management process-Framework for management of innovation-Innovation and new product development-The role of the state in innovation-Triple Helix of university industry government relationships that drives innovation</p> <p style="text-align: right;">10 Hours</p>			
Module-2			
<p>Organisations and innovation-The dilemma of innovation management-Organisational characteristics that facilitate the innovation process-Growth orientation-Organisational structures and innovation-Role of the individual in the innovation process-IT systems and their impact on innovation-Management tools for innovation.</p> <p style="text-align: right;">10 Hours</p>			
Module-3			
<p>Operations and process innovation-The operations manager's role-Nature of design and innovation in the context of operations-Process design-Process design and innovation-Innovation in the management of the operations process-Innovation gap analysis-Lean innovation</p> <p style="text-align: right;">10 Hours</p>			
Module-4			
<p>Open innovation-Technology transfer-Models of technology transfer-Limitations and barriers of technology transfer-Managing the inward transfer of technology-Technology transfer and organisational learning</p> <p style="text-align: right;">10 Hours</p>			

Module-5	
<p>Innovation and the market-Marketing insights to facilitate innovation-Crowdsourcing for new product ideas-adopting new products and embracing change-Market adoption theories.</p> <p>Innovation management and new product development(NPD)-Considerations when developing new product development strategy-NPD as a strategy for growth-Models of new product development.</p> <p style="text-align: right;">10 Hours</p>	
Course Outcomes:	
At the end of the course the student will be able to:	
21IEV102.1	Explain the complex nature of the management of innovation within organisations
21IEV102.2	Examine the relationship between the activities performed and the organisational environment in promoting innovation.
21 IEV02.3	Analyse the importance of innovation in operations management
21 IEV102.4	Examine the importance of the concept of technology/ knowledge transfer with respect to innovation management
21 IEV102.5	Analyse the range of product development opportunities that can exist
21 IEV102.6	Appraise marketing insights to facilitate innovation

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Innovation Management and New Product Development	Paul Trott	Pearson	Sixth edn, 2017
2	Managing Innovation	Tidd, J., Bessant, J. and Pavitt, K.	John Wiley & Sons,	4th edn ,2009
3	Innovation Management: Strategies, Implementation and Profits	Afuah, A.	Oxford University Press	2 nd edn, 2003
Reference Books				
1	Managing New Product Innovations	Souder, W.E.	Lexington Books	1987

2	The Circle of Innovation,	Peters, T	Hodder & Stoughton	1997
3	New Products Management	Crawford, C.M. and Di Benedetto, C.A.	Tata McGraw-Hill Education	11th edn,2014

Web links/Video Lectures/MOOCs
<https://www.viima.com/blog/types-of-innovation>
<https://manufacturing.endeavorb2b.com/5-ways-to-facilitate-innovation/>
<https://www.youtube.com/watch?v=oLmSw236UFA>

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21 IEV102.1		2	-	-	-	-
21 IEV102.2	2	-	-	-	-	-
21 IEV102.3		-	-	2	-	-
21 IEV102.4	2	-	-	-	-	-
21 IEV102.5	-	2	-	-	-	-
21 IEV102.6	-	-	-	2	-	-

1: Low 2: Medium 3: High

Techno-Entrepreneurship – Theories and Models

Course Code	21IE103A	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03

Course Learning Objectives:

1. To examine the trends and opportunities in technology entrepreneurship
2. To discuss the aspects of technology venture idea generation
3. To discuss developing and implementing the technology business plan

Module-1

Technology Entrepreneurship: Trends and opportunities- Five Pillars of Technology Entrepreneurship: Value Creation, The Lean Startup, Customer Discovery and Validation, The Business Model Canvas ,The Entrepreneurial Method-Principles of entrepreneurial method

10 Hours

Module-2

Approaches to New Technology Venture Growth - Life-Cycle Models and Stage-Based Views- Resource-Based Views- Bootstrapping a Technology Startup- Cybernetic Principles and Concepts for Technology Entrepreneurship- A Bracket Model of New Technology Venture Development- Expectations of Growth of Technology Ventures

10 Hours

Module-3

Technology Venture Idea Generation- Fundamental Venture Types- The Idea Generation Process- The Opportunity Register- Non-traditional Idea Sources- The Idea Development Process- The Concept of Newness- Opportunity Assessment Plan- Disruptive Technology

10 Hours

Module-4

IP and Technology Ventures- IP Protection- Recognizing IP- Record Keeping- Trade Secrets- Patents- Copyrights- Considerations with Respect to Software- Copyrights and the Internet- Trademarks- Acquiring Trademark Rights

10 Hours

Module-5	
Developing and Implementing the Technology Business Plan- Purpose of the Plan- Elements of the Business Plan	
10 Hours	
Course Outcomes:	
At the end of the course the student will be able to:	
21IE103A.1	Explain the five pillars of technology entrepreneurship.
21IE103A.2	Examine the approaches to new technology venture growth.
21IE103A.3	Discuss the technology venture idea generation.
21IE103A.4	Analyse the IP and technology ventures.
21IE103A.5	Discuss developing and implementing the technology business plan.
21IE103A.6	Examine the elements of business plan.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Technology Entrepreneurship- Taking Innovation to the Marketplace	Thomas N. Duening, Robert D. Hisrich, Michael A. Lechter	Elsevier	Second edition 2015
2	Technology Entrepreneurship	Wolfgang Runge	KIT Scientific Publishing	Volume 1,2014
3	Technological Entrepreneurship	Ian Chaston	Palgrave Macmillan	2017
1	Technology Strategy for Managers and Entrepreneurs	Shane S.	McGraw Hill	2009
2	The entrepreneurial personality	Macmillan. Chell, E., Haworthy, J., & Brearley, S	Routledge	1991
3	Steve Jobs	Isaacson, W.	Simon & Schuster.	2011

Web links/Video Lectures

<https://www.coursera.org/lecture/wharton-entrepreneurship-opportunity/1-6-technology-entrepreneurship-kQUP0>

<https://www.youtube.com/watch?v=iywv1Uk2Wfg>

https://www.wipo.int/wipo_magazine/en/2005/04/article_0002.html

<https://www.score.org/blog/patents-and-copyrights-everything-you-need-know>

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE103A.1	2	-	-	-	-	-
21IE103A.2	-	2	-	-	-	-
21IE103A.3	-	-	-	2	-	-
21IE103A.4	-	-	-	-	-	2
21IE103A.5	-	-	2	-	-	-
21IE103A.6	-	2	-	-	-	-

1: Low 2: Medium 3: High

Research Methods			
Course Code	21IE103B	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives: 1. To discuss the fundamentals of research 2. To explain the elements of research design 3. To discuss the methods of data collection and interpretation			
Module-1			
Introduction to research-Business research-Research and the manager-Types of Business Research: Applied and Basic-The Hallmarks of Scientific Research-Process of The Hypothetico-Deductive Method-Alternative Approaches to Research <div style="text-align: right;">10 Hours</div>			
Module-2			
Research Problem and Hypothesis development-The broad problem area-Defining the problem statement- Basic types of questions: exploratory and descriptive-The Research Proposal -Critical literature review-How to Approach The Literature Review-Theoretical framework and hypothesis development <div style="text-align: right;">10 Hours</div>			
Module-3			
Research design-Elements of research design-Features of a Good Design-Important Concepts Relating to Research Design-Different Research Designs-Managerial Implications Sampling Design-Steps in Sampling Design-Criteria of Selecting a Sampling Procedure-Different Types of Sample Designs-Measurement and Scaling Techniques-Measurement Scales-Tests of Sound Measurement-Scaling Techniques. <div style="text-align: right;">10 Hours</div>			
Module-4			
Methods of Data Collection-Collection of Primary Data-Observation Method-Interview Method-Collection of Data Through Questionnaires and Schedules-Collection of Secondary Data-Processing and Analysis of Data-Measures of Central Tendency-Measures of Dispersion-Measures of Relationship-Regression Analysis-Association In Case of Attributes (Only Theory) <div style="text-align: right;">10 Hours</div>			

Module-5	
Interpretation and Report Writing-Technique of Interpretation-Precautions in Interpretation-Report writing-steps in report writing-Layout of the research report-Ethics in research	
10 Hours	
Course Outcomes:	
At the end of the course the student will be able to:	
21IE103B.1	Explain the process of the Hypothetico-Deductive Method.
21IE103B.2	Explain the research problem identification and the theoretical framework.
21IE103B.3	Discuss the elements of research design.
21IE103B.4	Discuss data processing and analysis.
21IE103B.5	Explain the steps in research report writing.
21IE103B.6	Analyse the ethical aspects of research.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Research Methods for Business A Skill-Building Approach	Uma Sekaran and Roger Bougie	John Wiley & Sons Ltd	Seventh edition, 2016
2	Research Methodology: Methods & Techniques	C.R. Kothari	New Age International	2004
3	Business Research Methods	William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin	South-Western Cengage Learning	Eighth edition, 2010
Reference Books				
1	Introduction to Research Methods	Catherine Dawson	How To Books Ltd,	Fourth edition, 2009

2	Research Methodology: a step-by-step guide for beginners	Ranjit Kumar	SAGE	Third edition, 2011
3	Basic Statistics for Social Research	Robert A. Hanneman, Augustine J.Kposowa and Mark Riddle	Jossey Bass	2013

Web links/Video Lectures

<https://www.youtube.com/watch?v=nv7MOoHMM2k>

<https://www.youtube.com/watch?v=HpyRybBEDQ0>

https://www.youtube.com/watch?v=Dcrgjt_RH3c

<https://www.youtube.com/watch?v=gABEOb4mV8Q>

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE103B.1	2	-	-	-	-	-
21IE103B.2	2	-	-	-	-	-
21IE103B.3	-	2	-	-	-	-
21IE103B.4	-	2	-	-	-	-
21IE103B.5	-	-	-	2	-	-
21IE103B.6	-	-	-	2	-	-

1: Low 2: Medium 3: High

Managerial Economics for Entrepreneurs			
Course Code	21IE104A	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives: <ol style="list-style-type: none"> 1. To discuss the significance of managerial economics 2. To explain demand, cost and production functions 3. To discuss perfect, monopolistic, monopoly and oligopoly markets 			
Module-1			
The Salient Features and Significance of Managerial Economics-Scope of Managerial Economics-Basic Assumptions in Economic Models and Analysis-Economic concepts-Distinction Between Micro and Macroeconomics			10 Hours
Module-2			
Demand Analysis-Determinants of Demand-Demand Function-The Law of Demand-Change in Quantity Demanded Versus Change in Demand-The Concept of Elasticity of Demand-Types of Price Elasticity-Factors Influencing Elasticity of Demand. Supply and Supply function-Factors determining supply-Law of supply-Competitive market equilibrium-Changes in market equilibrium.			10 Hours
Module-3			
Cost and Production Analysis-Cost: Concepts and Cost-Output Relationship-Economies of Scale and Scope-Production Functions-The Law of Diminishing Marginal Returns-			10 Hours
Module-4			
Cost and Profit Forecasting: Break-even Analysis-Cost Control-Techniques of Cost Control-Areas of Cost Control			10 Hours

Module-5	
Market Analysis-Perfect Competition-Price Determination Under Perfect Competition-Monopoly: Pricing and Output Decision-Sources of Monopoly Power-Monopolistic competition-Oligopoly Macroeconomics and Business-Business Cycle-Phases-Economic Indication and forecasting for Business.	
10 Hours	
Course Outcomes:	
At the end of the course the student will be able to:	
21IE104A.1	Examine the features and significance of managerial economics.
21IE104A.2	Discuss the aspects of demand and supply.
21IE104A.3	Analyse cost and production.
21IE104A.4	Explain break even analysis and cost control.
21IE104A.5	Explain the market analysis.
21IE104A.6	Examine the phases of business cycle.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Managerial Economics: A Problem Solving Approach,	Luke M. Froeb, Brian T. McCann, Mikhael Shor, Michael R. Ward	South-Western Cengage Learning	Third edition, 2014
2	Managerial Economics	D.M.Mithani	Himalaya Publishing House Pvt. Ltd.,	First ed.,2010
3	Managerial Economics	William F. Samuelson, Stephen G. Marks	John Wiley & Sons, Inc.	Seventh Edition,2012
Reference Books				
1	Managerial Economics A Problem-Solving Approach	Nick Wilkinson	Cambridge University Press	2005

2	Managerial Economics	Mark Hirschey	South-Western Cengage Learning	12 th Edition, 2009
3	Managerial Economics	Hudson Rees	Library Press	2017

Web links/Video Lectures/MOOCs

<https://www.youtube.com/watch?v=ZXDKdJO3V6Y>

<https://www.economicdiscussion.net/law-of-demand/demand-meaning-laws-and-demand-function/19383>

https://www.youtube.com/watch?v=VjhMIe__f4g

<https://www.indeed.com/career-advice/career-development/cost-control-methods>

Course Articulation Matrix

Course Outcomes (Cos)	Program Outcomes (Pos)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE104A.1	2	-	-	-	-	-
21IE104A.2	-	2	-	-	-	-
21IE104A.3	-	-	-	2	-	-
21IE104A.4	-	2	-	-	-	-
21IE104A.5	-	-	-	2	-	-
21IE104A.6	-	-	-	2	-	-

1: Low 2: Medium 3: High

Start-up Law, Ethics and Environment in India

Course Code	21IE104B	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03

Course Learning Objectives:

1. To discuss the fundamentals of organisation for start-ups
2. To discuss the law relating to Partnership and company
3. To discuss the aspects of business ethics

Module-1

Elements of Law relating to Contract- Meaning of Contract; Essentials of a Valid Contract; Nature and Performance of Contract; Termination and Discharge of Contract; Indemnity and Guarantee; Bailment and Pledge; Law of Agency.

Fundamentals of the Business Organization form for start-ups-Sole Proprietorship; Partnership; Company; Statutory Bodies and Corporations; HUF and Family Business; Cooperatives, Societies and Trusts; Limited Liability Partnership; One Person Company

10 Hours

Module-2

Business Environment -Introduction and Features; Vision & Mission Statements; Types of Environment-Internal to the Enterprise (Value System, Management Structure and Nature, Human Resource, Company Image and Brand Value, Physical Assets, Facilities, Research & Development, Intangibles, Competitive Advantage), External to the Enterprise (Micro-Suppliers, Customers, Market Intermediaries; Macro-Demography, Natural, Legal & Political, Technological, Economy, Competition, Socio-cultural and International); Business Environment with reference to Global Integration; Comparative Analysis of Business Environment: India and Other Countries.

10 Hours

Module-3

The Micro, Small And Medium Enterprises Development Act (MSMED) , 2006- Classification of Enterprises- Memorandum Of Micro, Small And Medium Enterprises- Measures for Promotion, Development and Enhancement of Competitiveness of Micro, Small And Medium Enterprises- Sections 15 to 25 dealing with delayed payments to Micro and Small Enterprises

10 Hours

Module-4	
Law relating to Partnership and LLP- Nature of Partnership and Similar Organizations- Co-Ownership, HUF; Partnership Deed; Rights and Liabilities of Partners- New Admitted, Retiring and Deceased Partners; Implied Authority of Partners and its Scope; Registration of Firms; Dissolution of Firms and of the Partnership; Limited Liability Partnership Elements of Company Law -Meaning and Nature of Company; Promotion and Incorporation of a Company; Memorandum and Articles of Association; Familiarization with the Concept of Board of Directors, Shareholders and Company Meetings.	
10 Hours	
Module-5	
Business Ethics-Foundational Values For Identifying Ethical Issues-Ethical Issues And Dilemmas In Business-A Framework For Ethical Decision Making In Business-Ethics As A Component of Corporate Culture-Ethical Leadership-Requirements For Ethical Leadership-Ethical Leadership and Organizational Culture.	
10 Hours	
Course Outcomes:	
At the end of the course the student will be able to:	
21IE104B.1	Discuss the elements of law relating to Contract and the fundamentals of the Business Organization form for start-ups.
21IE104B.2	Examine the internal and external environment of business.
21IE104B.3	Examine the sections dealing with delayed payments to Micro and Small Enterprises.
21IE104B.4	Explain the law relating to Partnership and LLP and company.
21IE104B.5	Examine the ethical aspects in business.
21IE104B.6	Analyse ethical leadership and organizational culture.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Elements of Mercantile Law	N.D.Kapoor	Sultan Chand and Sons	2018

2	Business Ethics: Ethical Decision Making and Cases	O.C. Ferrell, John Fraedrich and Linda Ferrell	Cengage Learning	Tenth Edition, 2015
3	Organisations and Business Environment	David Campbell and Tomy Craig	Elsevier Butterworth-Heinemann	Second edition, 2005

References

1	Business Ethics: A Stakeholder and Issues Management Approach	Joseph W. Weiss	Berrett-Koehler Publishers, Inc.	Sixth Edition, 2014
2	Company Law and Practice	R.L. Nolakha	Vikas Publishing House Pvt Ltd.	First edition, 2015
3	Legal Aspects of Business	Akhileshwar Pathak	McGraw Hill Education India	Seventh edition, 2018

Web links/Video Lectures/MOOCs

<https://legalpaathshala.com/meaning-nature-and-scope-of-contract/>
https://www.icsi.edu/media/webmodules/publications/BEE_Final_11.7.2014.pdf
<https://lawcorner.in/rights-and-liabilities-of-partners-in-a-partnership-firm/>
<https://www.indeed.com/career-advice/career-development/ethical-leadership>

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE104B.1	2	-	-	-	-	-
21IE104B.2	-	-	-	2	-	-
21IE104B.3	-	-	-	2	-	-
21IE104B.4	-	-	-	2	-	-
21IE104B.5	-	-	-	2	-	-
21IE104B.6	-	-	-	-	2	-

1: Low 2: Medium 3: High

Capstone Project -I: Creative Problem Solving/ Idea-Proof-of-Concept

Course Code	21IEP105	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(0:0:8:0)	SEE Marks	50
Credits	04	Exam Hours	03

Course Learning Objectives:

1. To present the proposed product/service
2. To explain the proposed functionality of the product/service
3. To evaluate the feasibility of the proposed product/service

POC Capstone Project:

A Proof of Concept (POC) capstone project is a presentation of the proposed product and its potential viability. POCs describe the idea and proposed functionality of the product, including its general design or specific features, and how achievable they are. This serves as a prerequisite before entrepreneurs/companies produce a sample or the final version and release it for wide scale implementation or sales. A POC typically involves a small-scale visualization exercise to verify the potential real-life application of an idea. It's not yet about delivering that concept, but showing its feasibility. A POC is crucial for aspiring entrepreneurs wanting to propose developing their business ideas into real-life solutions.

Suggested contents:

- Demonstrate the need for the product/service
- Ideate the right solution
- Gather and document feedback
- Present POC

Mode of Evaluation: Periodic reviews, Presentations, Final viva

Course Outcomes:

At the end of the course the student will be able to:

21IEP105.1	Explain the need for the product/service.
21IEP105.2	Test an idea for real-life application.
21IEP105.3	Discuss the functionality and feasibility of a product/ the idea.
21IEP105.4	Analyse the feasibility of a product/ the idea.
21IEP105.5	Identify, the potential risks and obstacles faced in implementing the proposed product/ idea.
21IEP105.6	Compare the competing products/ideas.

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IEP105.1	2	-	-	-	-	-
21IEP105.2	-	2	-	-	-	-
21IEP105.3	-	-	-	2	-	-
21IEP105.4	-	2	-	2	-	-
21IEP105.5	-	-	-	-	-	2
21IEP105.6	-	2	-	-	-	-

1: Low 2: Medium 3: High

Capstone Project-II: Development of Innovation/Prototype and Submission

Course Code	21IEP106	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(0:0:8:0)	SEE Marks	50
Credits	04	Exam Hours	03

Course Learning Objectives:

1. To Analyse the customer requirements
2. To create and refine the prototype
3. To discuss the implementation of the product

Development of Innovation/Prototype Capstone project:

A prototype is a draft of a product that gives the ability to explore the idea and demonstrate features before investing in the product's complete development. Prototype development is a key process to develop and create a successful product. It is a challenging task to create profitable and economically viable manufacturing solutions in a competitive global market environment. Prototype development involves acquiring customer requirements, problem statement, conceptual design, design for assembly, design for manufacturing, and product prototyping to validate the concept.

Suggested contents:

- Gathering and Analysis of Requirements
- Designing and creating the Prototype
- Initial evaluation by the user
- Prototype refinement
- Implementation of the product

Mode of Evaluation: Periodic reviews, Presentations, Final viva

Course Outcomes:

At the end of the course the student will be able to:

21IEP106.1	Analyse the customer requirements.
21IEP106.2	Design the prototype.
21IEP106.3	Discuss the evaluation by the user.
21IEP106.4	Explain the prototype refinement.
21IEP106.5	Discuss the implementation of the product.
21IEP106.6	Analyse the challenges prototyping.

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IEP106.1	2	-	-	-	-	-
21IEP106.2	-	2	-	-	-	-
21IEP106.3	-	-	-	2	-	-
21IEP106.4	-	2	-	2	-	-
21IEP106.5	-	-	-	-	-	2
21IEP106.6	-	-	-	-	2	-

1: Low 2: Medium 3: High

Second Semester Syllabus

Entrepreneurial Leadership and Organisational Behaviour			
Course Code	21IEV201	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<p>Course Learning Objectives:</p> <ol style="list-style-type: none"> 1. Explain the nature of entrepreneurial leadership 2. Explore the likely importance of work to you and your orientation to work. 3. Detail the nature, types and main features of organisational culture 			
Module-1			
Entrepreneurial leadership-Introduction-Principles of entrepreneurial leadership- Framing Cognitive Ambidexterity for Entrepreneurial Leaders- Creation logic in innovation- The Logic of Analytics and Entrepreneurial Leadership- Entrepreneurial Leaders and Social Media			10 Hours
Module-2			
Leadership competencies development for innovation and entrepreneurship- Key areas in developing leadership competencies for innovation and entrepreneurship- Levers of an innovative corporate culture			10 Hours
Module-3			
Leading the Start up Corporation- Leadership qualities-Culture- Strategy, incentives and management systems- Innovation and the intrapreneur- The changing innovation eco-system- Complementarities in the innovation process- Leading innovation.			10 Hours
Module-4			
Organisational behaviour -Significance-Realities of organisational behaviour-Orientation to work and the work ethic-Psychological contract: individual and organisational expectations-The nature of human behaviour in organisations-Positive organisational behaviour-The changing world of work organisations			10 Hours

Module-5

Organisational control and power- The essence of control- Elements of an organisational control system- Strategies of control in organisations- Characteristics of an effective control system- Power and management control- Behavioural factors in control systems- The manager-subordinate relationship- Reasons for lack of delegation- Systematic approach to empowerment and delegation

Organisational culture -Levels and types-Influences on the development of culture-Culture and organisational control-National and international culture-Organisational climate-Characteristics of a healthy organisational climate-Organisational change-Resistance to change

10 Hours**Course Outcomes:**

At the end of the course the student will be able to:

21IEV201.1	Examine the principles of entrepreneurial leadership.
21IEV201.2	Analyse the key areas in developing leadership competencies for innovation and entrepreneurship.
21IEV201.3	Discuss the aspects of leading the Start-up Corporation.
21IEV201.4	Explain the nature and features of organisational behaviour.
21IEV201.5	Evaluate influences on the development and importance of culture.
21IEV201.6	Analyse the aspects of organisational control system.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	The New Entrepreneurial Leader	Danna Greenberg Kate McKone-Sweet H. James Wilson	Berrett-Koehler Publishers, Inc.	2011
2	Shaping Entrepreneurial Mindsets: Innovation and Entrepreneurship in Leadership Development	Jordi Canals	Palgrave Macmillan i	2015
3	Management and organisational Behaviour	Laurie J. Mullins	Pearson	Eleventh Edition, 2016

Reference Books				
1	Corporate Entrepreneurship	Morris, M. H. and D. F. Kuratko	Harcourt College Publishers	2002
2	Effectuation: Elements of Entrepreneurial Expertise	Sarasvathy, S. D	Edward Elgar	2008
3	Leadership: Theory and practice	Northouse, P.	Sage	2013
Web links/Video Lectures https://www.novelloffice.in/blog/entrepreneurial-leadership-create-startups-businesses/ https://businessmagazinegainesville.com/intrapreneurship-and-internal-innovation/ https://www.googlesir.com/elements-of-control-process-in-management/ https://www.linkedin.com/pulse/six-characteristics-healthy-organizational-change-dawn-marie-turner/				

Course Articulation Matrix

Course Outcomes (Cos)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IEV201.1	2	-	-	-	-	-
21IEV201.2	-	-	-	-	2	-
21IEV201.3	-	-	2	-	-	-
21IEV201.4	-	-	-	-	2	-
21IEV201.5	-	-	-	2	-	-
21IEV201.6	-	-	-	-	2	-

1: Low 2: Medium 3: High

Corporate and Social Entrepreneurship			
Course Code	21IE202A	CIE Marks	50
Teaching Hours/Week (L: T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<p>Course Learning Objectives:</p> <ol style="list-style-type: none"> 1.To discuss the corporate entrepreneurship and innovation 2.To explain the implementation of corporate entrepreneurship 3.To discuss opportunities and strategies for Social Entrepreneurship 			
Module-1			
<p>Corporate entrepreneurship-Overview, motivation and benefits-Corporate entrepreneurship and innovation-Corporate entrepreneurship process model-Team dynamics and management in corporate entrepreneurship-Pitfalls of Corporate Entrepreneurship</p> <p style="text-align: right;">10 Hours</p>			
Module-2			
<p>Implementing Corporate entrepreneurship-Key enablers-Corporate entrepreneurship devices: Single project devices, Multi-project devices and Comprehensive devices-Underlying design principles for implementing corporate entrepreneurship: The Autonomy principle, The extra motivation principle and the Extra motivation principle</p> <p style="text-align: right;">10 Hours</p>			
Module-3			
<p>Emerging Models of Corporate Entrepreneurship-Organization and Resources: Essential Management Decisions-The Four Models of Corporate Entrepreneurship: The Opportunist Model, The Enabler Model, The Advocate Model, The Producer Model-Corporate entrepreneurship at L'Oreal: An integrative case study-Other Cases of corporate entrepreneurship</p> <p style="text-align: right;">10 Hours</p>			
Module-4			
<p>Social Entrepreneurship-Nature-Opportunities for Social Entrepreneurship-Structures for Social Entrepreneurship-Understanding Corporate Social Responsibility-Foundations of Social Action Motivation-Personality Characteristics of Social Entrepreneurs-Social Entrepreneurship Orientation-Critical Social Entrepreneurship Skills and Role of the social entrepreneur.</p> <p style="text-align: right;">10 Hours</p>			

Module-5
Steps and Strategies for Social Entrepreneurship-Steps of Social Entrepreneurship-Using Social Capital-Social Entrepreneurship Strategies-Social Entrepreneurs' Beliefs About People Feasibility analysis in social entrepreneurship- The Nature of Feasibility Analysis- Components of Feasibility Analysis- Tools for Analyzing Social Venture Opportunities- The Importance of Feasibility Studies for Social Ventures-Measuring the impact of social ventures- Cases of social entrepreneurship
10 Hours

Course Outcomes:

At the end of the course the student will be able to:

21IE202A.1	Examine the corporate entrepreneurship process model.
21IE202A.2	Discuss the implementation aspects of corporate entrepreneurship.
21IE202A.3	Examine the emerging models of corporate entrepreneurship.
21IE202A.4	Discuss the social entrepreneurship orientation and critical social entrepreneurship skills.
21IE202A.5	Examine the strategies for social entrepreneurship.
21IE202A.6	Examine the feasibility of social entrepreneurship.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Corporate Entrepreneurship	Véronique Bouchard and Alain Fayolle	Taylor & Francis	2017
2	Grow From Within: Mastering Corporate Entrepreneurship and Innovation	Robert C. Wolcott and Michael J Lippitz	McGraw-Hill	2010
3	Social Entrepreneurship	Manuel London and Richard G. Morfopoulos	Routledge	2010

References				
1	Corporate Entrepreneurship: Top Managers and New Business Creation	Vijay Sathe · 2007	Cambridge University Press	2007
2	Social Entrepreneurship: Managing the Creation of Social Value	Constant Beugré	Routledge	2017
3	Social Entrepreneurship and Social Inclusion	Rama Krishna Reddy Kummitha	Palgrave Macmillan	2017

Weblinks/Video Lectures/MOOCs

1. Fostering corporate entrepreneurship
2. Innovation within organizations through intrapreneurship
3. Social entrepreneurship explained
4. Inspirational social entrepreneur!
5. <https://www.coursera.org/learn/corporate-entrepreneurship-project>
6. Introduction to Social Innovation
7. The skill of self-confidence
8. Stanford Social Innovation Review
9. Slow ideas
10. Social Entrepreneurship: The Case for Definition
11. Identifying Social Entrepreneurship Opportunities

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE202A.1	-	2	-	-	-	-
21IE202A.2	-	-	2	-	-	-
21IE202A.3	2	-	-	-	-	-
21IE202A.4	-	-	-	-	2	-
21IE202A.5	-	-	-	-	-	2
21IE202A.6	-	-	-	2	-	-

1: Low 2: Medium 3: High

New Venture Establishment and Management			
Course Code	21IE202B	CIE Marks	50
Teaching Hours/Week (L: T:P:S)	(4:0:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives:			
<ol style="list-style-type: none"> 1. To examine the identification and recognition of opportunities 2. To analyse the role of feasibility analysis in developing successful business ideas 3. To discuss the importance of business models 			
Module-1			
<p>The decision to Become an Entrepreneur-Passion for the Business-Types of Start-Up Firms-Identifying and Recognizing Opportunities-Finding gaps in the Marketplace-The Opportunity Recognition Process-Techniques For Generating Ideas-Protecting Ideas from Being Lost or Stolen.</p> <p style="text-align: right;">10 Hours</p>			
Module-2			
<p>Feasibility analysis-Role of Feasibility Analysis in Developing Successful Business Ideas-Product/service feasibility analysis-Industry/target market feasibility-Organizational feasibility analysis-Financial feasibility analysis</p> <p style="text-align: right;">10 Hours</p>			
Module-3			
<p>Business Plan-Reasons for Writing a Business Plan-Who Reads the Business Plan—And what are they looking for?- Guidelines for Writing a Business Plan-Outline of The Business Plan-Presenting The Business Plan</p> <p style="text-align: right;">10 Hours</p>			
Module-4			
<p>Industry and competitor analysis-Studying Industry Trends-The Five Forces Model-Industry Types and the Opportunities They Offer-Competitor Analysis –Identifying Competitors-Sources of Competitive Intelligence.</p> <p style="text-align: right;">10 Hours</p>			

Module-5

Developing an Effective Business Model-Importance of Business Models-Diversity of Business Models-Components of An Effective Business Model. Creating A New-Venture Team-Recruiting and Selecting Key Employees-The Roles of the Board of Directors-Preparing for and evaluating the challenges of growth-Staying Committed to a Core Strategy-Appropriate Reasons for the Firm Growth-Managing Growth-Knowing and Managing the Stages of Growth-Challenges of Growth –Strategies for Firm Growth.

10 Hours

Course Outcomes:

At the end of the course the student will be able to:

21IE202B.1	Examine the identification and recognition of opportunities.
21IE202B.2	Analyse the role of feasibility analysis in developing successful business ideas.
21IE202B.3	Explain the guidelines for writing a business plan.
21IE202B.4	Analyse the industry and the competitors.
21IE202B.5	Examine the developing of an effective business model.
21IE202B.6	Analyse the aspects of managing growth.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
Textbooks				
1	Entrepreneurship: Successfully Launching New Ventures	Bruce R. Barringer and R. Duane Ireland	Pearson Education, Inc	2012
2	Entrepreneurship and New Value Creation	Alain Fayolle	Cambridge University Press	2007
3	New Venture Creation: Entrepreneurship for the 21 st Century	Jeffry A. Timmons and Stephen Spinelli	McGraw-Hill/Irwin	2007
Reference Books				
1	New Venture Management: The Entrepreneur's Roadmap	Donald F. Kuratko and Jeffrey S. Hornsby	Taylor & Francis	2017

2	New Venture Creation: A Framework for Entrepreneurial Start-Ups	Paul Burns	Palgrave-Macmillan Education	2018
3	New Venture Creation: An Innovator's Guide to Entrepreneurship	Marc H. Meyer and Frederick G. Crane	SAGE	2013

Weblinks/Video Lectures/MOOCs

1. Laying the Foundation
2. Why does the lean start-up changes everything
3. Value proposition canvas explained
4. TAM SAM SOM – what it means and why it matters
5. 5 steps for building a great start up team
6. What is customer discovery?
7. What do you ask for Customer discovery!
8. Business Venture Planning and Establishment

Course Articulation Matrix

Course Outcomes (Cos)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IE202B.1	-	2	-	-	-	-
21IE202B.2	-	-	-	2	-	-
21IE202B.3	-	-	2	-	-	-
21IE202B.4	-	-	-	2	-	-
21IE202B.5	-	-	-	-	2	-
21IE202B.6	-	-	-	-	2	-

1: Low 2: Medium 3: High

Capstone Project-III: Development of Business Model for the Innovation and Submission			
Course Code	21IEP203	CIE Marks	50
Teaching Hours/Week (L: T:P:S)	(0:0:8:0)	SEE Marks	50
Credits	04	Exam Hours	-
<p>Course Learning Objectives:</p> <ol style="list-style-type: none"> 1. To describe the customer value proposition 2. To analyse the cost structure, customer segments and key resources 3. To describe the key processes. 			
<p>Development of Business Model for the Innovation Capstone Project:</p> <p>A business model describes the value an organization offers to its customers. It illustrates the capabilities and resources required to create, market and deliver this value, and to generate profitable, sustainable revenue streams. The business model determines the external relationships with suppliers, customers and partners. However, it is primarily focused on the company's business processes. business model describes the ability of the company to support a new product idea.</p> <p>The business model focuses on how a start-up/entrepreneurial venture captures some of the value for itself. It determines the viability of the company. The business model focuses on coordinating internal and external processes to determine how the start-up interacts with solution partners, distribution channels and customers.</p>			
<p>Suggested contents:</p> <ul style="list-style-type: none"> • Customer value proposition • Cost structure • Customer segments • Key resources • Customer relationships • Key processes • Distribution channels • Key partners • Revenue streams 			
<p>Mode of Evaluation: Periodic reviews, Presentations, Final viva</p>			
<p>Course Outcomes:</p> <p>At the end of the course the student will be able to:</p>			
21IEP203.1	Examine the customer value proposition.		
21IEP203.2	Analyse the cost structure.		

21IEP203.3	Analyse the customer segments.
21IEP203.4	Discuss the key processes.
21IEP203.5	Analyse the distribution channels.
21IEP203.6	Analyse the revenue streams.

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IEP203.1	2	-	-	-	-	-
21IEP203.2	-	2	-	-	-	-
21IEP203.3	-	-	-	2	-	-
21IEP203.4	-	2	-	2	-	-
21IEP203.5	-	2	-	-	-	-
21IEP203.6	-	-	-	2	-	-

1: Low 2: Medium 3: High

Start-up/Incubation/Acceleration Residency Learning Program-1

Course Code	21IEV204	CIE Marks	50
Teaching Hours/Week (L:T:P:S)	(0:0:24:0)	SEE Marks	50
Credits	12	Exam Hours	-

Course Learning Objectives:

1. To examine the business basics
2. To discuss the networking opportunities
3. To evaluate the marketing, finance, regulatory aspects of start up

Start-up/Incubation/Acceleration Residency Learning Program-1

Incubators help entrepreneurs solve some of the problems commonly associated with running a startup by providing workspace, seed funding, mentoring, and training. The purpose of a startup incubator is to help entrepreneurs grow their business.

The student will work to develop a proposal to start a new venture/start up. The purpose of this action learning is to work with engineers and entrepreneurs-in-residence in the institute's incubation centre to understand required technical capabilities, translate those capabilities to the language of business, and identify innovative business solutions to incubate.

Suggested contents:

- Business basics
- Networking
- Marketing assistance
- Access to angel investors or venture capital
- Comprehensive business training programs
- Advisory board and mentors
- Management team identification
- Technology commercialization assistance
- Help with regulatory compliance
- Intellectual property management and legal counsel

Mode of Evaluation: Periodic reviews, Presentations, Final viva

Course Outcomes:

At the end of the course the student will be able to:

21IEV204.1	Analyse the business basics.
21IEV204.2	Discuss the networking opportunities.
21IEV204.3	Examine the marketing aspects.

21IEV204.4	Evaluate the access to angel investors or venture capital.
21IEV204.5	Analyse the legal and IP related issues.
21IEV204.6	Choose the management team.

Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
21IEV204.1	2	-	-	-	-	-
21IEV204.2	-	2	-	-	-	-
21IEV204.3	-	-	-	2	-	-
21IEV204.4	-	-	-	2	-	2
21IEV204.5	-	-	-	-	-	2
21IEV204.6	-	-	-	-	2	-

1: Low 2: Medium 3: High



St Joseph Engineering College

AN AUTONOMOUS INSTITUTION

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