



MBA - INNOVATION, ENTREPRENEURSHIP & VENTURE DEVELOPMENT

**Curriculum and Syllabus
Regulations 2022**

(Based on Choice Based Credit System -CBCS)

**Effective from the Academic year
2022-2023**

**Department of MBA
School of Management Studies & Commerce**

Vision and Mission of the Department

Vision

To be a Centre of Excellence in Management Studies and Commerce, imparting and developing Managerial leadership and entrepreneurial skills to students and provide managers for the global market.

Mission

- Provide an affordable opportunity for diverse group of students and other stakeholders to learn by synergizing education, research, innovation and outreach efforts.
- To inculcate self-discipline, values, ethics and devotion to duty among the students to make them good citizens, leaders, professionals & entrepreneurs.
- To develop the future business leaders through imparting high quality of analytical ability & decision-making capability.
- To offer exposure to global business standards and inculcate strategic management aspiration.

Program Educational Objectives (PEOs)

- PEO1: To provide best quality of education and prepare the students to meet global standards and competitive environment
- PEO2: To inculcate team spirit and leadership capabilities among students to develop business leaders attain organizational development
- PEO3: To impart ethical and moral values to create better citizens and society
- PEO4: To develop entrepreneurial skills to think strategically and encourage them to become entrepreneurs
- PEO5: To motivate students to participate in community development and undertake Industry research projects

Program Outcomes (POs)

PO1: Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of Business

PO2: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO3: Create, select and apply appropriate modern tools & techniques for analysing, interpreting and solving business complexities.

PO4: Develop self-learning initiation and assertive skills.

PO5: Adapt life-long learning and professional development to enrich knowledge and competencies

Program Specific Outcomes (PSOs)

PSO 1: Apply knowledge of venture growth and fund raising in developing specific business models

PSO 2: Synthesize methods to develop an idea, build a prototype and launch to customers.

PSO 3: Demonstrate how to market an Idea/Prototype to early customers with Knowledge of International Start-up Ecosystem

List of Board of Studies (BOS) Members along with their designation / role

S.NO	NAME & ADDRESS	DESIGNATION
	Dr. P. R. Ramakrishnan Dean School of Management Studies & Commerce VISTAS	Chairperson
	Dr. R. Magesh Professor and Head Department of Management Studies Anna University, Chennai	External Expert
	Dr. S. Prabhu Member- Confederation of Indian Industry CII, Chennai	Industry Expert
	Dr. J. Balasubramanian Head, Business Analytics, Ashok Leyland, Chennai	Industry Expert
	Ms. Anitharaj Johnes George Senior Talent Acquisition Analyst SPI global, Pondicherry	Alumni
	Dr. S. Preetha School of Management Studies, VISTAS	Professor
	Dr. S. Vasantha School of Management Studies, VISTAS	Professor
	Dr. G. Rajini School of Management Studies, VISTAS	Professor
	Dr. G. Madhumita School of Management Studies, VISTAS	Associate Professor
	Dr. P. G. Thirumagal School of Management Studies, VISTAS	Associate Professor
	Dr. S. Sudha School of Management Studies, VISTAS	Associate Professor

**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES
(VISTAS), CHENNAI**

CHOICE BASED CREDIT SYSTEM (CBCS)

MBA- Innovation, Entrepreneurship & Venture Development (IEV)

REGULATIONS 2022

(Applicable to all the candidates admitted from the academic year

2022-23 onwards)

1. DURATION OF THE PROGRAMME

1.1. Two years (Four semesters)

1.2. Each academic year shall be divided into two semesters. The odd semesters shall consist of the period from July to November of each year and the even semesters from January to May of each year.

1.3 There shall be not less than 90 working days for each semester.

2. ELIGIBILITY FOR ADMISSION

2.1. The details of Eligibility for Admission

Passed Bachelor Degree of minimum 3 years duration.

Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination.

3. MEDIUM OF INSTRUCTION

The medium of instruction for all PG programme is English.

4. CREDIT REQUIREMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

A Candidate shall be eligible for the award of Degree only if he/she has undergone the prescribed course of study in VISTAS for a period of not less than TWO academic years and passed the examinations of all the prescribed courses of FOUR Semesters earning a minimum of 104 credits as per the distribution given in the course structure.

5. COURSE

Each course / subject is to be designed under lectures / tutorials / laboratory or field work / seminar / practical training / Assignments / Term paper or Report writing etc., to meet effective teaching and learning needs.

6. COURSE OF STUDY AND CREDITS

Year	Semester	Credit Core (Class Room)	Credit Elective (Class Room)	Credit - Outside Classroom Learning/Certifications	Credit Capstone	Credit Action Learning Segment	Total
1 st year	1 st semester	8	8	4	4+4 =8	--	28
	2 nd semester	4	4	2	4	14	28
2 nd year	3 rd semester	8	12	4	--	--	24
	4 th semester	--	--	4	--	20	24
Total		20	24	14	12	34	104

The Course Components and Credit Distribution shall consist of:

Course Guidelines and curriculum is as per the Guidelines of MHRD'S Innovation Cell, GoI

For each course, credit is assigned based on the following:

Contact hour per week		CREDITS
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1 Lecture hour	-	1 Credit
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1 Tutorial hour	-	1 Credit
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2 Practical hours	-	1 Credit
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(Laboratory / Seminar / Project Work / etc.)

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

7.1. **Eligibility:** Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefore by the Board of Management from time to time.

7.2. **Attendance:** All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

7.3. **Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the HODs shall condone the shortage of attendance on medical grounds up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after paying the prescribed fee towards the condonation of shortage of attendance. The students with attendance of less than 65 and more than 50% shall be condoned by VC on the recommendation of HODs on genuine grounds, will be permitted to appear for the regular examination on payment of the prescribed condonation fee.

7.4. **Detained students for want of attendance:** Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by re-joining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.

7.5. Transfer of Students and Credits: The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

7.5.1. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature, provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested.

7.5.2. The marks obtained in the courses will be converted into appropriate grades as per the University norms.

7.5.3. The transfer students are not eligible for Ranking, Prizes and Medals.

7.5.4. Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental / University Committee are allowed to transfer of their credits. Marks obtain in the courses will be converted into Grades as per the University norms and the students are eligible to get CGPA and Classification.

8. EXAMINATION AND EVALUATION

8.1. EXAMINATION:

- i) There shall be examinations at the end of each semester, for odd semesters in the month of October / November, for even semesters in April / May. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed courses in the subsequent examinations to be held in October / November or April / May.
- ii) A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit / regulations prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the programme.
- iii) The results of all the examinations will be published through University Website. In the case of passed out candidates, their arrear results, will be published through University Website.

8.2 To Register for all subjects: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination, except for the shortage of attendance programs. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

8.3. Marks for Continuous Internal Assessment (CIA) Examinations and End Semester

Examinations (ESE)

8.3.1 There shall be no passing minimum for Continuous Internal Assessment (CIA) Examinations.

8.3.2 For End Semester examination, passing minimum shall be 50% (Fifty Percentage) of the maximum marks prescribed for the Course/Practical/Project and Viva-Voce.

8.3.3 In the aggregate (CIA and ESE) the passing minimum shall be of 50%.

8.3.4. He / She shall be declared to have passed the whole examination, if he/she passes in all the courses wherever prescribed in the curriculum by earning 104 CREDITS

9. Question Paper Pattern for End Semester Examination

Duration: 3 Hours Max. Marks: 100

Part A	8 out of 10 questions	(8 X 5 = 40)
Part B	4out of 6 questions	(4 X 10 = 40)
Part C	1 Case Study or Problem is Compulsory	(1 X 20= 20)

Total Marks for each subject 100 Marks

University Exam 60 Marks

Internal Assessment 40 Marks

10. SUPPLEMENTARY EXAMINATION: Supplementary Examinations are conducted for the students who appeared in the final semester examinations. Eligible criteria for appearing in the Supplementary Examinations are as follows:

10.1. Eligibility: A Student who is having a maximum of two arrear papers is eligible to appear for the Supplementary Examination.

10.2. Non-eligibility for those completed the program: Students who have completed their Program duration but having arrears are not eligible to appear for Supplementary Examinations.

11. RETOTALLING, REVALUATION AND PHOTOCOPY OF THE ANSWER SCRIPTS:

11.1. Re-totalling: All PG Students who appeared for their Semester Examinations are eligible for applying for re-totalling of their answer scripts.

11.2. Revaluation: All current batch Students who have appeared for their Semester Examinations are eligible for Revaluation of their answer scripts. Passed out candidates are not eligible for Revaluation.

12. Value added courses or/and MOOCs : The relevant courses will be recommended by the team stipulated by the University from time to time which can be registered by the student and completed by obtaining a certificate by the concerned issuing authority . The learning will be evaluated by verifying the certificate and validating the student by department Professor.

13. CLASSIFICATION OF SUCCESSFUL STUDENTS

13.1. CORE SUBJECTS, PRACTICAL, ELECTIVES COURSES AND PROJECT:
Successful Students passing the Examinations and securing the marks

a) CGPA 9.00 to 10.00 shall be declared to have passed the examination in **First class with Outstanding**.

b) CGPA 7.50 to 8.99 shall be declared to have passed the examination in **First class with distinction**.

c) CGPA 6.00 to 7.49 shall be declared to have passed the examination in **First Class**.

d) CGPA 5.00 to 5.99 in the aggregate shall be declared to have passed the examination in the **SECOND Class**.

14. MARKS AND GRADES:

The following table shows the marks, grade points, letter grades and classification to indicate the performance of the student:

14.1. Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification

GPA for a Semester: = $\sum_i C_i G_i \div \sum_i C_i$ That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

Where, C_i = Credits earned for course i in any semester,

G_i = Grade Points obtained for course i in any semester

n = Semester in which such courses were credited.

CGPA for the entire programme: = $\sum_n \sum_i C_{ni} G_{ni} \div \sum_n \sum_i C_{ni}$ That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

Grade Conversion Table - PG			
Range of Marks	Grade Points	Letter Grade	Description
90 - 100	10	O	Outstanding
85 - 89	9	A+	Excellent
80 - 84	8	A	Very Good
75 - 79	7.5	B+	Good
70 - 74	7	B	Above Average
60 - 69	6	C	Average
50 - 59	5	D	Minimum for pass
0 - 49	0	RA	Reappear
		AAA	Absent

Overall Performance - PG		
CGPA	GRADE	CLASS
5.00 - 5.99	D	Second Class
6.00 - 6.99	C	First Class
7.00 - 7.49	B	
7.50 - 7.99	B+	First Class with Distinction*
8.00 - 8.49	A	
8.50 - 8.99	A+	
9.00 - 10.00	O	First Class - Outstanding*

14.2. Letter Grade and Class CGPA

The students who have passed in the first appearance and within the prescribed semester of the PG Programme (Major and Elective courses only) are eligible.

15. RANKING

- Students who pass all the examinations prescribed for the Program in the **FIRST APPEARANCE ITSELF ALONE** are eligible for Ranking / Distinction.
- In the case of Students who pass all the examinations prescribed for the Program with a break in the First Appearance are only eligible for Classification.
- Students qualifying during the extended period shall not be eligible for RANKING.

16. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE

16.1. A Student who for whatever reasons is not able to complete the programs within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of programme)

16.2. In exceptional cases like major accidents and child birth an extension of one year considered beyond maximum span of time (Time Span= N + 2 + 1 years for the completion of programme).

17. REVISION OF REGULATIONS, CURRICULUM AND SYLLABI

The University may from time-to-time revise, amend or change the Regulations, Curriculum, Syllabus and Scheme of examinations through the Academic Council with the approval of the Board of Management.

MBA - INNOVATION, ENTREPRENEURSHIP & VENTURE DEVELOPMENT

(IEV)

REGULATIONS 2022

SEMESTER I

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
22CMIV11	Managerial Economics for Entrepreneurs	4	0	0	4	40	60	100
22CMIV12	Legal and Business Environment	4	0	0	4	40	60	100
22EMIV11	Elective 1	4	0	0	4	40	60	100
22EMIV12	Elective 2	4	0	0	4	40	60	100
22PMIV11	Practical MOOC 1	0	0	4	2	40	60	100
22PMIV12	Outside Class Room Learning 1	0	0	4	2	40	60	100
22PMIV13	Capstone Project - I	0	0	8	4	40	60	100
22PMIV14	Capstone Project - II	0	0	8	4	40	60	100
		16	0	24	28			

SEMESTER II

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
22CMIV21	Market Research and New Product Development	4	0	0	4	40	60	100
22EMIV21	Elective 3	4	0	0	4	40	60	100
22PMIV21	Practical MOOC 2	0	0	4	2	40	60	100
22PMIV22	Capstone Project III	0	0	8	4	40	60	100
22IMIV21	Internship	-	-	-	14	40	60	100
		8	0	12	28			

SEMESTER III

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
22CMIV31	International Business	4	0	0	4	40	60	100
22CMIV32	Social Entrepreneurship	4	0	0	4	40	60	100
22EMIV31	Elective 4	4	0	0	4	40	60	100
22EMIV32	Elective 5	4	0	0	4	40	60	100
22EMIV33	Elective 6	4	0	0	4	40	60	100
22PMIV31	Practical MOOC 3	0	0	4	2	40	60	100
22PMIV32	Outside Class Room learning 2	0	0	4	2	40	60	100
		20	0	8	24			

SEMESTER IV

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
22RMIV41	Real Time Venture Establishment - Project	0	0	40	20	100	200	300
22PMIV41	Practical MOOC 4	0	0	4	2	40	60	100
22PMIV42	Outside Class Room Learning 3	0	0	4	2	40	60	100
		0	0	48	24			2500

Total credits - 104

LIST OF COURSES

SEMESTER	SUBJECT CODE	CORE COURSES	L	T	P	C
1	22CMIV11	Managerial Economics for Entrepreneurs	4	0	0	4
1	22CMIV12	Legal and Business Environment	4	0	0	4
2	22CMIV21	Market Research and New Product development	4	0	0	4
3	22CMIV31	International Business	4	0	0	4
3	22CMIV32	Social Entrepreneurship	4	0	0	4

ELECTIVE COURSES

FUNCTI ONAL AREA	COURSE CODE	ELECTIVE COURSES	L	T	P	C
Entrepreneurship	22EMIV	Innovation Management & Design Thinking	4	0	0	4
	22EMIV	Entrepreneurial Eco System	4	0	0	4
	22EMIV	Start-up Feasibility Analysis	4	0	0	4
	22EMIV	Innovation Technology Management	4	0	0	4
	22EMIV	Technology Appreciation and Intellectual Property Rights	4	0	0	4
	22EMIV	Venture Valuation and accounting	4	0	0	4
	22EMIV	Entrepreneurial Marketing	4	0	0	4
	22EMIV	Indian Models in Entrepreneurship	4	0	0	4
	22EMIV	Community Resilience & Disaster Management	4	0	0	4

PRACTICAL COURSES

SEMESTER	SUBJECT CODE	PRACTICAL COURSES	L	T	P	C
1	22PMIV11	Practical MOOC 1	0	0	4	2
2	22PMIV21	Practical MOOC 2	0	0	4	2
3	22 PMIV31	Practical MOOC 3	0	0	4	2
4	22PMIV41	Practical MOOC 4	0	0	4	2
1	22PMIV12	Outside Class Room learning 1	0	0	4	2
3	22PMIV32	Outside Class Room learning 2	0	0	4	2
1	22PMIV42	Outside Class Room learning 3	0	0	4	2
1	22PMIV13	Capstone Project 1	0	0	8	4
1	22PMIV14	Capstone Project 2	0	0	8	4
2	22PMIV22	Capstone Project 3	0	0	8	4
2	22IMIV21	Internship	0	0	28	14
4	22RMIV41	Project	0	0	40	20

COURSE CODE	DEFINITIONS
L	LECTURE
T	TUTORIAL
P	PRACTICAL
C	CREDITS
SDP	SKILL DEVELOPMENT PROGRAM
VAD	VALUE ADDED COURSE
CC	CORE COURSES
EC	ELECTIVE COURSES
PC	PRACTICAL COURSES

SEMESTER I

COURSE OBJECTIVE:

The study the concept of Managerial Economics by applying a series of basic economics principles.

To gain knowledge on issues related to optimal pricing strategies, demand forecasting, and optimal financing, appropriate hiring decisions, and investment decisions, among others, can be successfully tackled with managerial economics tools.

To analyse how to incorporate a global perspective to their managerial economics box of tools.

UNIT I INTRODUCTION 12

Introduction to Managerial Economics - Nature and scope of macroeconomics - Incremental principle - equimarginal principle - some decision rules - The risk and uncertainty theory - optimization techniques - Baumol's sales maximization - least-cost combination.

UNIT II DEMAND DECISIONS 12

Demand Decisions - Demand analysis - elasticity of demand - demand forecasting - types & methods of demand forecasting - trend projection method - least square method of demand forecasting limitations & uses

UNIT III OUTPUT DECISIONS 12

Input-Output Decisions - Production function - Cost and managerial decision making - Cobb-Douglas production functions - Law of variable proportion - short run cost output - long run cost output - economies and dimensions of scale of production.

UNIT IV PRICE-OUTPUT DECISIONS 12

Price-Output Decisions - Market Environment of Price Output Decisions by the Firm and the Industry - Pricing under perfect competition - duopoly pricing strategies and tactics -

pricing – pricing in life-cycle of a product -Profit-Maximization & Competitive Markets-Price-Searchers, Cartels, Oligopoly-Advanced Pricing and Auctions.

UNIT V ECONOMIC THEORY

12

The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioural Theory of the Firm - Managerial Theories of the Firm – Profit concepts & analysis – Game Theory and Asymmetric Information.

TOTAL: 60 HOURS

COURSE OUTCOMES:

At the end of the course, the students will be able to:

- CO - 1 : Define the basic elements of managerial economics aspects of the firm.
- CO - 2 : Discuss the demand analysis decisions methods as to forecasting.
- CO - 3 : Apply the managerial decision functions of the firm.
- CO - 4 : Examine and elaborate the basic theories related to business practices.
- CO - 5 : Appraise on the decision as to environment and given

TEXT BOOKS:

Dean Joel, Managerial Economics, PHI, New Delhi, 1976, First Edition

Douglas Evan J, Managerial Economics, Theory, Practice & Problems; PHF, New Delhi; 1983, First Edition

REFERENCE BOOKS:

K.K. Seo, Managerial Economics, Richard D. Irwin Inc. 1988

I.C. Dhingra, Essentials of Managerial Economics - Theory, Applications and Cases Sultan Chand, New Delhi, 2003

WEB SOURCES:

<https://www.cheggindia.com/career-guidance/managerial-economics-principals-types-and-scope/>

<https://theinvestorsbook.com/managerial-economics.html>

<https://www.analyticssteps.com/blogs/what-managerial-economics-definition-types-nature-principles-scope>

COURSE OBJECTIVE:

To create the knowledge of Legal perspective and its practices to improvise the business.

To describe the nature and classes of contracts.

To identify the elements needed to create a contract.

To read, interpret the various act related to business, property and business.

To identify the rights related to copyrights and patents.

UNIT I INTRODUCTION 12

Legal Aspect of Business: Introduction to Business Laws- Business Management and Jurisprudence; structure of the Indian Legal Systems: sources of Law; Manager and Legal System

UNIT II LEGAL ASPECTS 12

Fundamentals of contract laws-Formation of Contracts;- Principles of Contract Laws- Legality of Object Consideration; Performance of contract-Discharge of contract- breach of contract-Quasi contracts.

UNIT III CONTRACT MANAGEMENT 12

Contract Management-Special Contracts-Laws of Agency; Principal-Agent Problem- Bailment, Pledge, Guarantee and Indemnity-Sales of Goods- Principles of Sales of Goods.

UNIT IV TRANSFER OF OWNERSHIP& PROPERTY 12

Transfer of Ownership& Property-Performance of contract-Consumer Protection Laws- Law relating to Business Organizations-Partnership Trusts- Company form of organization.

UNIT V COPYRIGHTS & TRADEMARKS 12

Protecting the property of Business-Copyright, Trademark, secret, Geographical Indications-Alternate Dispute resolutions.

COURSE OUTCOMES:

At the end of the course, the students will be able to:

- CO - 1 : Draft a simple employment contract
- CO - 2 : Arrange the basics elements of contracts and classifications of contract
- CO - 3 : Improve their awareness and knowledge about functioning of local business.
- CO - 4 : Improve their awareness and knowledge about functioning of global business.
- CO - 5 : Gather knowledge on evolvement of business enterprises

TEXT BOOKS:

- N.D.Kapoor, Elements of Mercantile Law, S.Chand& Sons, 2013
- P.P.S.Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
- Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.
- Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008.

REFERENCE BOOKS:

- Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 20
- Daniel Albuquerque, Legal Aspect of Business, Oxford, 20
- Ravinder Kumar- Legal Aspect of Business. – Cengage Learning, 2nd Edition-2011.

WEB SOURCES:

- <https://www.airtract.com/article/the-legal-environment-of-business-%E2%80%93-a-complete-guide#:~:text=Legal%20environment%20of%20business%20is,the%20scope%20of%20the%20firm.>
- <https://www.indiastudychannel.com/resources/.6169-What-Legal-Environment.aspx>
- <https://www.lawteacher.net/free-law-essays/international-law/the-law-that-regulates-businesses-in-united-state-of-america-international-law-essay.php>

Course objective:

- This course is designed to offer an overview of the environment for launch and management of new ventures and startups in India.
- It aims to cover details of the key factors and forces in the socioeconomic and demographic environment, and government policies and schemes, sources of funds, training and other facilities and infrastructure for startup enterprises.

Course Contents:**Unit- I Start up Ecosystem in India****12**

Introduction - Rise and growth of Startup Ecosystem in India – Timeline of India's Startup Ecosystem from 1980s to the Present – Key milestones and drivers over time – Scenario at present.

Unit-II Economic and Market Dynamics in India**12**

Demographic profile of Indian population and market, Literacy and Education, Urbanization and rise of middle class, Economic Reforms (LPG), WTO and Globalization, Economic growth dynamics post 1991.

Unit- III Policy for Fostering Entrepreneurship & Start-ups**12**

Government Policy for Micro, small and medium enterprises, Early measures including industrial estates, Reservation of items, market support schemes. Recent initiatives including Start up India, Stand up India, Make in India, Digital India, Mudra Bank scheme, Policy measures for Technology startups & Ecommerce startups

Unit- IV Entrepreneurial Finance Ecosystem**12**

Sources of Entrepreneurial finance in India – Traditional sources – Informal and formal sources - Banks and financial institutions, Priority sector lending schemes, Seed fund initiatives, New and emerging sources – Angel investors, Venture Capital Funds, Private equity investment & Equity market.

Unit-V Entrepreneurship Training, Consultancy and Incubation Network and Startup Infrastructure **12**

EDPs, Skill development training programmes, Tech support and Proto type development centers, Incubators and Accelerators, Recent policy initiatives. Co-working spaces, Market development initiatives, Intellectual property training and support initiatives.

Total 60 Hrs

Course Outcomes

By the end of the course the learner will be able to:

CO 1 : To make the students understand the various aspects of startup environment in the country.

CO 2 : To familiarize the students with the policy environment for startups.

CO 3 :To make students aware of the incentives and facilities available for launching new businesses.

CO 4 :To acquaint students about the support infrastructure in terms of incubation, training and marketing available.

CO 5 : To acquaint on the various skill development available.

Text Books :

1. Rama Iyer (2019), Innovation Ecosystem in India: How India is building a mature start-up ecosystem that will shape its economy and its future, Notion Press, Chennai.
2. Pankaj Goel (2017), Before You Start Up: How to Prepare to Make Your Start-up Dream a Reality, Fingerprint Publishing, New Delhi.

Reference Books

1. Poornima C (2018), Entrepreneurship Development and Small Business Enterprises, Pearson Education, Noida.
2. Nanda Kumar K (2018), Startup Fundamentals: An Introductory Guide to Registering a Startup in India, Fundraising, Taxation, Marketing and Sales, Vasudha Publishers, Chennai.

Web sources :

1. <https://www.degruyter.com/serial/dgskmee-b/html>
2. <https://www.cambridge.org/core/books/entrepreneurial-ecosystems>
3. <https://www.wiley.com/en-ie/Entrepreneurial+Ecosystems-p-9781848218758>
4. <https://link.springer.com/book/10.1007/978-3-319-63531-6>
5. <https://www.oecd.org/cfe/leed/Entrepreneurial-ecosystems.pdf>
6. <https://www.routledge.com/The-Dynamics-of-Entrepreneurial-Ecosystems/OConnor-Mason-Miles-Audretsch/p/book/9781032156163>

Course Objectives

The objective of this course is to take the best teaching learning resources to all to create a levelled platform. To make use of the Indian massive online to the aspiring youth of India

- The students will select a MOOC course from the Swayam platform.
- They will spend 2 hours per week undergoing this practical MOOC course under the guidance of a faculty.
- Every course will have a minimum of 8 to a maximum of 9 assignments depending on the duration of the course.
- Assignments will be submitted as per the requirements of the course.
- The marks scored in the assignments will be taken for internal assessment marks.
- The students will appear for a final oral exam conducted by VISTAS to cross examine the learning outcomes.

Course Outcomes

- CO - 1 : Understand the latest developments in the field of study
- CO - 2 : Explain the students with latest information about the field of study
- CO - 3 : Apply the skills in the business world
- CO - 4 : List the various skills gained through this course
- CO - 5 : Summarize the concepts for application

OUTSIDE CLASSROOM LEARNING 1,2 and 3 0 0 4 2

Course Objectives:

The objective of the Course is that Incumbents can learn outside classroom programs by enrolling

- Participating in training and workshops programs
- Achievement in competitions
- Presenting in seminars
- Exhibitions of subject of relevant to innovation and entrepreneurship,
- Start-up skill building and venture development etc.

Course Outcomes:

CO - 1: Obtain real time experience through practical training.

CO - 2: Engage a broader range of negotiation and presentation skills

CO - 3: Build listening, communication, and interpersonal skills that will make likeable and promotable for networking.

CO - 4: Recognition for their potential in business so as to develop further

Creative Problem Solving/ Idea - Proof-of-Concept and Submission**COURSE OBJECTIVE:**

The Capstone Project - I course module aims to provide Experiential learning to the students with:

- The idea of the concepts of innovation & entrepreneurship to generate practical business ideas.
- It enables students to identify practical problems and generate new idea regarding a product or a service.
- Acquire knowledge on the process of developing a proof of concept (PoC) involving an introduction to the innovation process that defines creativity

COURSE OUTCOMES:

- CO - 1 : Create and develop a deep understanding and application of entrepreneurship and innovation concepts.
- CO - 2 : Understanding the generation of practical business ideas.
- CO - 3 : Design and development of practical business ideas.
- CO - 4 : Design the step by step process to attain the goal of product /service development
- CO - 5 : Evaluate the business idea and development of proof of concept.

COURSE OBJECTIVE:

The Capstone Project - II course module aims to provide experiential learning so as:

- To develop business idea into practical working prototype.
- To do practical feasibility and forecasting in market research.
- To gain knowledge about the start up working environment ,Corporate leaders and competitors
- To develop deep understanding about the customers based on products and services

COURSE OUTCOMES

CO 1: Understand the feasibility of the idea. Experimenting, and iteration play in the Development of ideas

CO 2: Compare and experiment different ideas.

CO 3: Discover different types of start-up working environment for global and local Requirement

CO 4: Identify different types of customers based on products and services.

CO 5: Evaluate, implement and management of prototype ideas.

SEMESTER II

COURSE OBJECTIVE

- To understand the term Product, Classification of product, types of product
- To study about the market research process
- To understand about the types of data collection
- To study about the new product development process.

UNIT I INTRODCUTION TO MARKET RESEARCH 12

Importance and Role of research in Marketing -the marketing research industry - Approaches to Marketing intelligence. Types of Market research - research approaches;- significance of Market research, Market research process, criteria of good marketing research, problems encountered by marketing research in India.

UNIT II MARKET DESIGN 12

Marketing Research Design -Research design- Pre-test, Post-test, Control group and Solomon four-group design, Causal Research; observation techniques, experiments and test markets.

UNIT III DATA COLLECTION 12

Data Collection - - Primary and secondary data - Questionnaire Design and issues; Interviews - Comparative and non-comparative attitude measurement scaling techniques - sampling design - Sampling procedure - types of sampling - sample size determination. Reporting the Results and Ethical Issues in Marketing Research - Preparing Marketing research reports and presentation: written report - format of the report - common problems in preparing reports,the critical nature of the report - Graphical presentation of reports.

UNIT IV: INTRODUCTION TO PRODUCT MANAGEMENT 12

Definition of Management - Evolution of Product Management-Product Concept and Key Drivers -Product Life-cycle-Layout a Framework /Roadmap for Rest of the Programme- Design Thinking and Product Development Process-Customer Needs and Behavior- Roles of Product Manager.

UNIT V NEW PRODUCT DEVELOPMENT PROCESS

12

Concept Testing-Defining New Product development process - Framework for Product development stages - Role of Marketing in the Product Development Process-Creating Superior Value for Customers - Failure Stories of Product Management - Overcome New Product strategies.

Total : 60 hrs

COURSE OUTCOMES:

At the end of the course, the students will be able to:

- CO - 1 : Recall the basics of Marketing research process, elements and importance.
- CO - 2 : Evaluate the Market research process
- CO - 3 : Discuss the concept of Market Research
- CO - 4 : Identify the classification of product, types of product
- CO - 5 : Evaluate the effectiveness of new product development process

TEXT BOOKS:

Donald R. Cooper, Pamela S Schindler, (2007). Marketing Research-Concepts and Cases. Tata McGraw-Hill Publishing Company Limited, NewDelhi.

Hair, Bush, Ortinau, (2006). Marketing Research, 3/e, Tata McGraw-Hill Publishing Company Limited, NewDelhi.

Philip Kotler, KeveinKellaer , Marketing Management, Prentice Hall, New Delhii

REFERENCE BOOKS:

Nigel Bradley, (2007). Marketing research -Tools and Techniques. Oxford University Press, New Delhi.

WEB SOURCES:

<https://www.infoentrepreneurs.org/en/introduction-to-market-research/>

<https://www.allbusiness.com/introduction-to-market-research-986-1.html>

<https://www.investopedia.com/terms/m/market-research.asp>

<https://www.twi-global.com/technical-knowledge/faqs/product-development>

<https://www.tcgen.com/product-development/process/>

COURSEOBJECTIVE:

To understand new venture creation opportunities, its resources, and requirements for Enterprise Start-up.

Helps to understand the complexities of establishing business and raising funds

UNIT I: START-UP OPPORTUNITIES**12**

The New Industrial Revolution - The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of The startup Economy - The Six Forces of Change - The Start-up Equation - The Entrepreneurial Ecosystem - Entrepreneurship in India. Government Initiatives.

UNIT II: STARTUP CAPITAL REQUIREMENTS & LEGAL ENVIRONMENT**12**

Identifying Startup capital Resource requirements - estimating Startup cash requirements - Develop financial assumptions-Constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Startup financing metrics - The Legal Environment- Approval for New Ventures-Taxes or duties payable for new ventures.

UNITIII: STARTING UP FINANCIAL ISSUES**12**

Feasibility Analysis - The cost and process of raising capital - Unique funding issues of a high-tech venture - Funding with Equity - Financing with Debt-Funding startups with boots trapping-crowd funding-strategic alliances.

UNITIV: START-UP SURVIVAL AND GROWTH**12**

Stages of growth in a new venture- Growing with the market - Growing within the industry- Venture life patterns- Reasons for new venture failures - Scaling Ventures-preparing for change-Leadership succession. Support for growth and sustainability of the venture.

UNITV: PLANNING FOR HARVEST AND EXIT

12

Dealing with Failure: Bankruptcy, Exit Strategies-Selling the business-Cashing out but staying in-being acquired-Going Public (IPO)-Liquidation.

TOTAL HRS :60

COURSE OUTCOMES:

At the of the course, the students will be able:

CO1: Develop a start-up Enterprise with Big Idea Generation.

CO2: Analyze start-up capital requirement by analyzing legal factors.

CO3: Interpret feasibility Analysis towards funding issues.

CO4: Access growth stages in new venture and reasons for scaling ventures.

CO5: Evaluate financial stability and decide on expansion possibilities

TEXT BOOKS :

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning,2016.
2. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.

REFERENCE BOOKS:

1. S.R.Bhowmik & M.Bhowmik, Entrepreneurship, New Age International, 2007.
2. Steven Fisher, Ja-nae'Duane, The Start-up Equation-A Visual Guide book for Building Your Start-up, Indian Edition, McGraw Hill Education India Pvt. Ltd, 2016.
3. Donald FKuratko, JeffreyS. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Rutledge, 2017.
4. Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009

WEBSOURCES :

1. <http://smallbusiness.chron.com/entrepreneurship-business-planning-2532.html>
2. <https://www.forbes.com/sites/iese/2016/07/31/entrepreneurs-why-planning-matters-and-how-to-do-it-better/#2cd1b4423244>

COURSE OBJECTIVE

Students are expected to learn business processes involved in creating start-ups and its growth.

Students to receive hands on training in a start-ups/incubator and monitor the health of start-ups.

Students after such deep training, it is desirable that candidates will further refine their business plan.

Students need to do SWOT analysis of the business ideas.

COURSE OUTCOMES

CO 1 : Summarize and critique their existing business, its strengths and weaknesses. experimenting, and iteration play in the development of ideas.

CO 2 : Compare evaluate and set priorities for moving the business forward.

CO 3 : Develop a strategy for taking the business to the next level, including a plan for funding, and a plan and timeline for reaching scale.

CO 4: Identify different types of business process in creation of start-ups

CO 5: Evaluate and gain clear understanding on the business plan.

COURSE OBJECTIVE:

The first learning segment is more focus on experiential learning through a Start-up Residency Program (SRP) in a start-up or in an Incubation Unit.

Students are expected to learn to do market research and receive customer feedback. Students need to gain knowledge on business model validation and develop to build service portfolio.

Students need to know techniques and strategies for fund generation and resource management.

COURSE OUTCOMES

CO 1: Observe and get hands on training in a start-ups/incubator.

CO 2: Interpret and analyse the market situation.

CO 3 : Discover opportunities for new venture business creation and development through business plans

CO 4 : Discover opportunities for angel, seed, and venture capital investors.

CO 5: Evaluate strategies and techniques as to fund generation and resource management.

SEMESTER III

COURSE OBJECTIVES:

- To discuss current conceptual and theoretical models, issues, and concerns in international business administration.
- To describe current practices, issues, and concerns in international business administration.
- To summarize significant differences in business practices in different parts of the world and understand how these differences affect managing companies in various countries.

Unit- 1**12**

International Business Environment - Globalization - Forces, Meaning, dimensions and stages in Globalization - KenchiOhmae Model - Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler - Trading Environment of International Trade - Tariff and Non-tariff Barriers - Trade Blocks (European Union, SAARC, NAFTA, SAPTA, ASEAN)

Unit -2 :**12**

Political, Social and Economic - Cultural and Ethical practices - Responsibilities of International Business - Economic crisis of Brazil, Mexico, India, South East Asia and Argentina. Managing Multinational Enterprises - Problems and Potential - Multinational Service Organizations - Indian companies becoming multinationals - Potential, Need and Problems.

Unit -3**12**

Introduction to International Financial Management - Balance of Trade and Balance of Payment - International Monetary Fund, Asian Development Bank and World Bank - Financial Markets and Instruments - Introduction to Export and Import Finance - Methods of payment in International Trade

Unit- 4**12**

Bilateral and Multilateral Trade Laws - General Agreement on Trade and Tariffs, (GATT), World Trade Organization - Seattle and Doha round of talks - Dispute settlement mechanism under WTO - Problems of Patent Laws - International convention on competitiveness.

Unit -5**12**

International Marketing - Entry strategies - Market selection - Barriers. Global sourcing and its impact on Indian Industry - Globalization and internal reform process s - India's competitive advantage in industries like IT, Textiles, Gems & Jewellery etc. - Potential and threats

Total Hrs: 60**COURSE OUTCOMES:**

At the end of the course, students will be able to:

CO - 1: Define the concept of International Business environment.

CO - 2: Analyse the economic crisis of developing countries.

CO - 3: Explain the international finance management.

CO - 4: Identify the various import and export procedures.

CO - 5: Explain global sourcing and its impact on Indian industries.

TEXT BOOKS:

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, 2009.
2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 13th editon, 2010
- 3.

REFERENCE BOOKS:

1. K. Aswathappa, International Business, Tata Mc Graw Hill, 2008.
2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, Thomson, Bangalore, 8th edition, 2009.

3. Aravind V. Phatak, Rabi S. Bhagat and Roger J. Kashlak, International Management, Tata Mc Graw Hill, 2nd edition, 2008.

4.

WEBSITES:

- <https://www.geektonight.com/international-business-management-pdf/>
- <https://resources.saylor.org/wwwresources/archived/site/textbooks/International%20Business.pdf>

WEBSOURCES:

- https://www.slideshare.net/social_science/globalization-and-international-business111956266
- <https://slideplayer.com/slide/263709/>

COURSE OBJECTIVE:

- This course will provide an opportunity to the students to understand- social entrepreneurship and entrepreneurial opportunities
- To understand and appreciate the role and need for social entrepreneurship in building a sustainable society.
- To acquire the knowledge, skills, tools and techniques needed to become an entrepreneur in the social sector.
- To describe social entrepreneurship and characteristics of social entrepreneurs.

UNIT I: SOCIAL ENTREPRENEUR

9

Social entrepreneur – factors impacting transformation into social entrepreneur - The characteristics of social entrepreneurs - The four distinctions of social entrepreneurship - Profit and non-profit Proprietorships – partnership – company - non-Governmental organization - Society – Trust and Company (sec. 25) registration - Factors determining selection of forms of registration

UNIT II: SUSTAINABLE DEVELOPMENT

9

Concept of Sustainable Development and its importance - Factors affecting sustainable development - Environmental costs and its economic value - The Political Challenge and development Issues in India. The Millennium Ecosystem Assessment - International Influences. Methods of sensing opportunities and fields of opportunities. Assessing and prioritizing opportunities. Enterprise launching and its procedures – start-ups – incubation – accessing venture capital – CSR funds - PPP

UNIT III: TOOLKIT FOR SOCIAL ENTREPRENEUR

9

Study of successful models like Grameen Bank – Aravind Eye Care System’s – LEDeG – TERI – PasumaiPayanam, Siruthuli – SEWA – Amul – Evidence from OASiS, Case Study on SELCO, case study on Annapurna – Goonj - Toolkit for Social

and Environmental Entrepreneurs - SME Toolkit - The Creative Activist Toolkit -
Root cause analysis

UNIT - IV: ENTREPRENEURIAL OPPORTUNITY

9

Opportunity Recognition & Study on the Source and Discovery of Social Opportunities - Entrepreneurial Opportunity Evaluation: A Discrete Choice Analysis of Financial and Social Entrepreneurial Opportunity Attributes - Modelling the Social Venturing Process

UNIT -V: STRATEGY

9

Understanding competitive environment - Assessing strengths and weakness - Cooperative strategy: Building networks, partnership and alliance - Leading, retaining and rewarding people entrepreneurially. Identifying increased avenues for donor-investor / social enterprise partnership. Getting ready for the entrepreneurial donor's involvement. Challenges in maintaining donor investment. Ending charity - implications

COURSEOUTCOMES:

At the end of the course, a student will be able to

- CO-1: Understanding how social entrepreneurship lie sat the interaction of the field of entrepreneurship and social change.
- CO-2: Evaluate different theories of social entrepreneurship and the characteristics of social entrepreneurs.
- CO-3: Analyze the key issues regarding the management of a social entrepreneurial organization.
- CO-4: Evaluating the opportunities for social entrepreneurs
- CO-5: Understand the role social entrepreneurship plays in addressing complex social and environmental problems

Total 45 hrs

TEXT BOOKS:

1. Bide Amar (2012), Entrepreneurship determinants: culture and capabilities, 12th Edition, Euro Stat, European Union, <http://ec.europa.eu/eurostat>
2. Dinanath Kaushik (2013) Studies in Indian Entrepreneurship, New Delhi, Cyber Tech Publications
3. Gopal krishnan (2014) The Entrepreneur's Choice: Cases on Family Business in India, New Delhi, Routledge taylor& Francis Group.
4. Kaliyamoorthy and Chandrasekhar (Eds: 2007), Entrepreneurial Training: Theory and Practice, New Delhi, Kanishka Publishers.
5. Robert Hisrich, Michael Peters and Dean Shepherd (2009) Entrepreneurship, New Delhi, Tata McGraw-Hill Publishing Company Limited.

REFERENCE BOOKS:

1. Heggade (1998) Developing Rural Women Entrepreneurship, New Delhi, Mohit Publications
2. International Journal of Managing Value and Supply Chains (IJMVSC) Vol.4, No. 3, September 2013 <http://airccse.org/journal/mvsc/papers/4313ijmvsc05.pdf>
3. Rajagopalan (Ed: 2006) Promoting Sustainable Livelihoods: Concepts and Approaches, the Icfai University Press.
4. Roy Rajeev (2011), Entrepreneurship (ed.2), New Delhi, Oxford University Press

WEBSITES:

1. <https://www.managementstudyguide.com/social-entrepreneurship.htm>
2. <https://blog.hubspot.com/sales/social-entrepreneurship>
3. <https://ijesc.org/upload/8e5f0923dc0e3988cd00b8f8be2aaeb8c.Social%20Entrepreneurship%20in%20India%20Opportunities%20and%20Challenges.pdf>

WEB SOURCES:

1. <https://www.slideshare.net/NikhilHarshavardhan/social-entrepreneurship-76009455>
2. <https://www.slideshare.net/iaemedu/social-entrepreneurship-in-indian-scenario>

22EMIV11 INNOVATION MANAGEMENT AND DESIGN THINKING
4 0 0 4

COURSE OBJECTIVES:

- To describe the concepts of innovation, its types and process.
- To discuss the meaning of design thinking, its importance and various factors affecting design thinking
- To examine and analyze the meaning of innovation, emerging trends in innovation and developing innovative culture.
- To understand creation of new business through agile ideas and encouraging entrepreneurs foster innovation and agility.

UNIT I INNOVATION

12

Innovation Management: Concept of Innovation- Levels of Innovation- types of Innovation-innovation process- Innovative Ideation Methods- Managing innovation within firms - Theories to innovation.

UNIT II INNOVATION AND INVENTION

12

Meaning of innovation - significance of innovation- invention- meaning- significance of invention - difference between innovation and invention emerging trends in innovation - process of innovation - factors influencing innovation -idea generation through innovation - innovative culture- organizations developing innovative culture- leveraging on user innovation.

UNIT III TYPES OF INNOVATION

12

Innovative organizations - Management tools for innovation - Innovation and Operations Management - Manufacturing principles of innovation - Supply chain innovation.

UNIT IV UNDERSTAND DESIGN THINKING

12

Understanding the basic concepts of Design Thinking - Theory and Practice in design thinking-Tools for design thinking -Stages of Design Thinking - Factors affecting and influencing design thinking- types of design-product design-system design-service design - design framework - principles of design thinking

UNIT V DESIGN THINKING PROCESS

12

Design Thinking Process -Design Thinking approach-Design Thinking techniques- Design thinking to business process modelling - Agile in Virtual collaboration environment - Scenario based Prototyping for testing ideas - brainstorming innovative ideas-communicating design ideas- conducting effective design research Design research strategies.

TOTAL:60 HOURS

COURSE OUTCOMES:

At the end of the course, the students will be able to:

- CO - 1 : Assess the basis of innovation management
- CO - 2 : Analyze the concepts of design thinking
- CO - 3 : Describe the concept of innovation and design thinking
- CO - 4 : Highlight the management tools for innovation
- CO - 5 : Identify the ideas required for successful business development through design thinking

TEXT BOOKS:

VinneJauhari&SudhansuBhushan "Innovation Management" , Oxford University, 2014

REFERENCE BOOKS:

1. Paul Trott, Innovation Management and New Product Development, Pearson, 4th Edition, 2009
2. Shlome Mittal, D.V.R. Seshadri, Innovation Management: Strategies, Concepts and tools for growth and profit, Sage Publications, 209.
3. V.K. Narayanan, Managing Technology and Innovation for Competitive

Advantage, Pearson Education, 1st edition, 2002

WEB SOURCES:

1. <https://www.slideshare.net/Deepika7288/innovation-management-27177578>
2. <https://www.slideshare.net/monirbaalld/innovation-types-and-phases>
3. <https://www.slideshare.net/vladposea/design-thinking-178065774>
4. <https://www.slideshare.net/yujsocial/5-stages-in-design-thinking-process>

**22EMIV TECHNOLOGY APPRECIATION AND INTELLECTUAL
PROPERTY RIGHTS 4 0 0 4**

Course Objectives:

- Able to understand the technology absorption, incremental innovation, research and development, techno Innovation and technology fusion that dominate the contemporary world industry and gain an insight into the various forms and models of technology development.
- To understand Intellectual Property Rights, Patents, GATT, Copyright, Trademarks and Geographical Indications.

UNIT I Introduction: Technology and Innovation 12

Technology as a driving force-Axes and Atlas of Technology - Strategic Management of Technology - Productivity and Incremental Innovation- Technology absorption - Technology forecasting - Technological competitive advantage.

UNIT II Evaluation of Technology and Innovation 12

Evaluation of Technological Investments-New R and D- Product Development Cycle - Management of Technological Innovation - Core Competencies in Technology - Structural Imperatives of Technology Management - Technology process mapping.

UNIT III Introduction to Intellectual Property 12

Introduction - Invention and Creativity - An Overview of Intellectual Property (IP) - Importance - Protection of IPR - Basic types of property. Forms of Industrial Properties: Patents, Industrial Designs, Plant Varieties, copyrights, Trademarks, Geographical Indications.

UNIT IV Copyrights, Trademarks, Other Intellectual Property Rights 12

Copyrights and related rights - Trade Marks and rights arising from Trademark registration - Definitions - Industrial Designs and Integrated circuits - Protection of Geographical Indications at national and international levels, Plant Varieties - Application Procedures, Trade Secret.

UNIT V Legal Aspects of Intellectual Property Rights 12

Infringement of Patents and Remedies-Modification of granted patents, Case Studies on - Patents - Copyright and related rights - Trade Marks - Industrial design and Integrated circuits - Geographic indications - Protection against unfair competition. Enforcement of Intellectual Property Rights

Total 60 hrs

Course Outcomes:

CO - 1: Understand the issues in defining 'technology', 'innovation' and 'innovation management'

CO - 2: Recognize various types of innovation, innovators and innovation settings

CO -3: Critically assess and explain the key current issues in understanding the innovation as a field of study.

CO -4 : Discuss about IPR, International Protection of IPR, Filing of Patents Trade mark Registration.

CO - 5: Demonstrate the Geographical Indications at national and international levels.

Textbooks:

1. P.N.Rastogi, Management of Technology and Innovation, SAGE Publications Limited, 2009
2. P. Narayanan, Intellectual property Rights, Eastern law House, Third Edition , 2008
3. PrabuddhaGanguli: Intellectual Property Rights` Unleashing the Knowledge Economy. Tata McGraw Hill, New Delhi, 2001.
4. PrabuddhaGanguli: Gearing Up for Patents ` The Indian Scenario. Universities Press India Ltd., Hyderabad, 1998.
5. P. Narayan: Patent Law. Eastern Law Co., Calcutta.

Reference Books:

1. Norman Gaither and Greg Frazier, Operations Management, 9th Edition, Cengage publications, 2002 (Reprint 2013).
2. White and Bruton, Management of technology and Innovation, Cengage Learning, 2010
3. Robert Szakonyl, 2006, Handbook of Technology Management - Viva Books Private Limited

4. V.K. Unni, Trademarks & The Emerging Concepts of Cyber Property Rights, Eastern Law House, 2005.
5. G. P. Reddy, Intellectual Property Rights & Other Law, Gogia Law Agency, 2004. Prof. A. Chandrasekaran, Intellectual Property Law, C. Sitaraman & Co. Pvt. Ltd., 2004.
6. Dr. Vikes Vashishth, Law & Practice of Intellectual Property in India, Bharath Law House Pvt. Ltd., 2002.
7. P. Narayanan, Patent Law, Eastern Law House, Fourth Edition, 2002

Web Sources:

1. <https://www.coursera.org/learn/introduction-intellectual-property/lecture/q7KSP/introduction-to-intellectual-property>
2. <https://www.oecd.org/sti/inno/1822541.pdf>
3. https://www.wipo.int/edocs/mdocs/tk/en/wipo_ip_tk_ge_14/wipo_ip_tk_ge_14_wipo_presentation_1.pdf
4. https://www.researchgate.net/publication/275932350_Evaluating_Technological_Innovations
5. <https://www.itonics-innovation.com/blog/10-factors-to-help-you-evaluate-a-new-technology>

COURSE OBJECTIVES:

- Identify the conscious choices of technical models of analysis and other theoretical tools designed for the challenges faced in companies' markets face.
- To enable the students to understand the upgraded technologies related to business.

Unit 1: Introduction to Technology Management 12

Concept and Meaning of Technology and Technology Management- Technology; Technology management, Evolution and Growth of Technology, Role and Significance of Technology Management, Impact of Technology on Society and Business- Technology and competition; Key issues in managing technological innovation, Forms of Technology- Process technology; Product technology.

Unit 2: Innovation Based Technologies and Knowledge Management: 12

Knowledge Based Technology and Techniques - Knowledge based technology process; Tools and techniques, Role of Artificial Intelligence Techniques, Knowledge Management Techniques for Technology Management

Unit 3: Technology Generation and Development: 12

Technology Generation- Process; , Technology Development, Importance of Technology Generation and Development, Need for Technology Strategy, Importance of Research and Development (R&D)- Corporate research and product lifetimes; Production costs and R&D; Translation of R & D efforts to technology.

Unit 4: Technology Strategy and Competitiveness: 12

Technology Strategy-Technology strategy and management; Elements of an accessible technology strategy, Innovation Management, Competitive Advantage- Components of competitive advantage; Creating competitive advantage using value chain, Technology Management Evaluation or Assessment.

Unit 5: Social Issues in Technology Management:

12

Social Issues, Technological Change and Industrial Relations- Implementation of rationalization and automation in India; Impact of technological change, Technology Assessment and Environmental Impact Analysis- Environmental impact analysis process- Guidelines on the scope of EIA; Issues in preparation of EIA report; Elements of the environmental problem.

Total 60 hrs

COURSE OUTCOMES:

- CO 1 - Design and implement innovation strategies in organizations, corporate foresight and technology for evaluating and selecting R&D proposals.
- CO 2 - Analyze and evaluate the nature and extent of technological change and innovation to improve and boost innovation
- CO 3 - Recognize various types of innovation, innovators and innovation settings
- CO 4 - Demonstrate that the effective management of technological innovation requires the integration of people, processes and technology
- CO 5 - Critically assess and explain the key current issues in understanding the innovation as a field of study.

TEXT BOOKS

1. Robbins: Fundamentals of Innovation and management, Pearson 2016
2. Vasanta: Innovation and development, 2013
3. Foster R. and Kaplan S. (2002), Creative Destruction, Cambridge: Harvard University Press

REFERENCE BOOKS :

1. M.V. Deshpande: Technology in management, 2008
2. Balakrishnan, G. Technology and management 2012
3. TIDD, Joe & BESSANT, John (2015), Managing innovation (5th edition). Wiley: Chichester, United Kingdom. ISBN: 978-1-118-36063-7
4. Furr N., O’Keeffe K., Dyer J.H. (2016), Managing multiparty innovation, Harvard Business Review, November 2016

WEB SOURCES:

1. http://soskin.info/userfiles/file/2015/1-2_1_2015/Obradovic_Ebersold_Obradovic.pdf
2. <https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/ethical-and-social-issues/>
3. https://link.springer.com/chapter/10.1057/9780230582361_4
4. https://www.researchgate.net/publication/320804697_The_Ethical_and_Social_Issues_of_Information_Technology_A_Case_Study
5. <https://opentextbc.ca/businessopenstax/chapter/technology-management-and-planning/>

COURSE OBJECTIVE:

- To enable the students to learn various aspects of innovation and methods of fostering innovation
- To understand the concept and theories of entrepreneurship.
- To recognize the qualities of entrepreneurs that contributed to their success.
- To generate several ideas for potential businesses based on important trends and each student's interests

UNIT I: ENTREPRENEURSHIP ESSENTIALS**12**

Concepts and Overview of Entrepreneurship - Evolution and Growth of Entrepreneurship in India - Role of Entrepreneurship in Economic Development - Introduction to Innovation - Creativity, Invention and innovation - Types of Innovation - Relevance of Technology for Innovation - Attributes and Characteristics of a successful Entrepreneur - Role of Entrepreneur in Indian economy and developing economies with reference to Self-Employment Development - Entrepreneurial Culture - The Indian innovations and opportunities.

UNIT II: DEVELOPMENT OF ENTREPRENEURIAL SKILLS**12**

Entrepreneurship and Indian Social System - Entrepreneurial Characteristics and Skills - Entrepreneurial Motivation and Need for Achievement - Entrepreneurial Motivation - Entrepreneurs Skills and Competencies - Entrepreneurial Personality - Characteristics of Successful, Entrepreneur - Knowledge and Skills of Entrepreneur- Entrepreneurship - The Indian Scenario - Case Study of Successful Entrepreneurs in India.

UNIT III: SUSTAINABILITY INNOVATION AND ENTREPRENEURSHIP **12**

Strategy for Commercializing Innovation - Innovation Process - Risks and barriers for introducing products and services - Selecting a Strategy, setting up the

Investment and establishing organisation - Evaluating the Costs and impact of the Project- Sustainability Innovation and Entrepreneurship, Types of Sustainable Entrepreneurship, Conditions for Sustainability Innovation, strategic involvement in sustainable development.

UNIT IV:ENTREPRENEURSHIP DEVELOPMENT AND GOVERNMENT 12

. 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 following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB)

UNIT V: ENTREPRENEURSHIP DEVELOPMENT IN INDIA 12

Growth and promotion of Entrepreneurship in India - Institutional arrangements - Entrepreneurial motivation - Values and Culture - Entrepreneurship in various sectors - Access to finance, market, R&D and Technology - Policies and programmes related to entrepreneurship development

Total 60 hrs

COURSE OUTCOMES:

At the end of the course, a student will be able to

- CO - 1: Identify sources of opportunities and development of the skills so as to analyze these opportunities for entrepreneurship.
- CO - 2: Describe the concept and overview of entrepreneurship with a view to enhance entrepreneurial skills.
- CO - 3: Explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas.
- CO - 4: Assess how entrepreneurship can help shape one's career
- CO-5: Identify and evaluate different theories of entrepreneurship and the characteristics of Indian entrepreneurs.

TEXT BOOKS:

1. Shishir Gupta , “The Essentials: A Step by Step Guide for Entrepreneurs Kindle Edition StartupLanes.com; 1 edition, August 2017

REFERENCE BOOKS:

1. P. Narayana Reddy, Entrepreneurship – Text and Cases, Cengage Learning India, I edition, 2010.
2. Poornima M Charantimath, “Entrepreneurship Development and Small Business Enterprises”, 2nd Edition, Kindle Edition, Pearson; 2 edition, 2014.
3. Thomas Grebel , “ Entrepreneurship: A New Perspective” , 1st Edition, Kindle Edition
Routledge; 2015.
4. Philips, Bonefiel and Sharma (2014), Social Entrepreneurship, Global vision Publishing house, New Delhi.
5. Dinanath Kaushik (2013) Studies in Indian Entrepreneurship, New Delhi, Cyber Tech Publications.

WEBSITES:

1. https://onlinecourses.nptel.ac.in/noc19_mg55/preview

WEB SOURCES:

1. <https://timesnext.com/business-models-of-most-successful-startups-in-india/>

Course Objective:

- To understand techniques of venture valuation.
- To understand the dynamics involved in financing.
- To comprehend the techniques of evaluating venture portfolio evaluation.
- To understand the techniques and nuances involved in venture accounting.

UNIT I: INTRODUCTION**12**

Meaning – Need and significance of Venture Valuation – Factors considered in Venture Valuation – Management, Market, Science and Technology, Financials and funding phase – Basics of Accounting – Journal, Ledger, Income Statements and Balance Sheets

UNIT II: VENTURE VALUATION**12**

Methods for Venture valuation – Discounted Cash Flow, Risk Adjusted NPV, Venture Capital Method, Market Comparable Method, Decision Tree Analysis, First Chicago method, Revenue Multiplier Method – Valuation Process- Factors considered – Business Plans, Budgets, CVs of Management, Time frame, etc. – Company Valuation, Product Valuation, Assessing Start-up Companies.

UNIT III: VENTURE FINANCING**12**

Notion of Venture Capital – Business Plan- Process of Venture Capital Financing – Methods of Venture Financing – Disinvestment mechanisms – Development of Venture Capital in India – Future prospects of Venture Financing.

UNIT IV: INVESTMENT NURTURING AND PORTFOLIO VALUATION**12**

Meaning – Objectives of Nurturing – Styles of Nurturing – Hands on, Hands off, Hands Holding – Techniques for Nurturing – Personal discussions, Plant visits, Periodic Reports, Commissioned studies – Meaning and purpose of Venture Capital

Portfolio Valuation – Valuation of Equity and various Debt instruments – Cost method and Market value based methods.

UNIT V: VENTURE ACCOUNTING

12

Joint Venture Accounts – Features – Accounting for joint ventures – Amalgamation, Absorption and External Reconstruction – Meaning – Types of Amalgamation – Purchase Consideration – Meaning and computation – Valuation of shares – Methods of accounting for Amalgamation – Pooling of Interests Method and Purchase Method – Model Journal entries and Ledger Accounts – Simple problems only.

Total 60 hrs

COURSE OUTCOME:

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

- CO - 1: Analyze the significance of venture valuation.
- CO - 2: Classify the methods of venture valuation.
- CO - 3: Apply The modes of disinvestment mechanisms.
- CO -4: List the joint venture accounting techniques.
- CO -5: Differentiate amalgamation and absorption accounting techniques.
-

TEXTBOOKS:

1. Financial Management, I.M. Pandey, 12th edition, Vikas Publishing House, New Delhi, 2017
2. Corporate Accounting II, Reddy and Murthy, Eight edition, Margham Publications, Chennai, 2018.

REFERENCE BOOKS:

1. Andrew Metrick and Ayako Yasuda. Venture Capital and the Finance of Innovation, John Wiley & Sons, 2017.
2. Tim Koller, Mare Goedhart and David Wessels, Valuation: Measuring and Managing the Value of companies, Second edition, McKinsey & Company Inc., 2016.

3. Zenas Block and Lan C. Macmillan, *Corporate Venturing*, Second edition, Harvard Business School Press, 2017.

WEBSITES:

1. <https://www.coursera.org/learn/private-equity>

WEB SOURCES:

1. <https://future.aicpa.org/cpe-learning/publication/valuation-of-portfolio-company-investments-of-venture-capital-and-private-equity-funds-and-other-investment-companies-accounting-and-valuation-guide>

COURSE OBJECTIVE:

- First, an understanding of the concepts of “entrepreneur”, “entrepreneurship” and their development in all forms and shapes;
- Secondly, a deeper understanding of the technological entrepreneurship versus traditional entrepreneurship;
- Thirdly, a discussion of two major components of a new enterprise development namely, (1) the legal issues involved while setting up an enterprise and (2) entrepreneurial marketing;

UNIT I:**12**

Entrepreneur- Concept on percent - Functions and clarifications of entrepreneurs - Characteristics of entrepreneur - Nature and importance of ,entrepreneur - Entrepreneur vs. professional manager - Women entrepreneurs.

UNIT II:**12**

Concept of Entrepreneurship - Entrepreneurship and environment-Policies governing entrepreneurs, entrepreneurial development programmes - Institutions for - entrepreneurship development, entrepreneurship. Entrepreneurship - Entrepreneurship development in other countries.

UNIT III:**12**

Marketing strategies for Entrepreneurs-Relationship Marketing-one to one Marketing -Viral Marketing - Digital Marketing-Institutions for Entrepreneurial Development - Role of constancy organizations - Role of financial institutions -Bank finance to entrepreneurs Entrepreneurship development: Role of development financial institutions.

UNIT IV:**12**

Concept of project and classification of project identification project formulation - project report - project design - project appraisal - profitability appraisal - project planning - social cost benefit analysis - financial analysis and project financing.

UNIT V:**12**

Financial analysis - Ratio analysis - Investment process; Break even analysis - Profitability analysis social cost - Benefit analysis - Budget and planning process, applicability of the factories Act.

Total 60 hrs**COURSE OUTCOMES:**

- CO - 1: Define the need and importance of entrepreneurship concepts.
- CO - 2: Identify the qualities, roles and functions of entrepreneur and compute entrepreneurial opportunities.
- CO - 3: Recognize various schemes in commercial banks for start-ups.
- CO - 4: Develop and promote entrepreneurial and innovative project report.
- CO - 5: Evaluate the project with respect to resource mobilization especially venture capital and start-ups.
-

TEXT BOOKS:

1. Vasanta Desai: Dynamics of entrepreneurial development and management, 2011
2. Vasanta Desai: Entrepreneurial development, 2017
3. Peter F. Drucker: Innovation and development, 2009

REFERENCE BOOKS:

1. M.V. Deshpande: Entrepreneurship of small scale industries, 2008
2. Balakrishnan, G. Financing of small scale industries, 2012

WEBSITES:

1. <https://ocw.mit.edu/courses/sloan-school-of-management/15-835-entrepreneurial-marketing-spring-2002/lecture-notes/>
2. <http://site.iugaza.edu.ps/kdahleez/files/2014/11/EntrepreneurialMarketing.pdf>

WEBSOURCES:

1. <https://www.slideshare.net/hfrederick/marketing-for-entrepreneurial-ventures>
2. <https://www.slideshare.net/KimberlyArnold6/entrepreneurial-marketing-growth>

22EMIV COMMUNITY RESILIENCE & DISASTER MANAGEMENT 4004

COURSE OBJECTIVES:

- Identify the definitions of resilience and describe the concept of community resilience.
- To discuss the different phases of disaster management cycle.
- To examine the type of disaster and resulting public health emergencies.

UNIT 1 RESILIENCE 12

Understanding Resilience - Resilience in Social-Ecological Systems- Understanding Community Resilience - Applying Resilience Thinking: Building Community Resilience - Building Community & Community Resilience. Community Resilience and Adaptation to Climate Change. Transition Towns: A Social Movement Response

UNIT II PERSPECTIVES & WORKING 12

Deepening: Perspectives on (Intentional) Social Change - Community Organizing & Social Action - Critical Perspectives on 'Green Capitalism' - Understanding & Working with Emergence / Indigenous & Global South Perspectives - Conceptualizing Resilience and our role as citizens - Assessing Resilience - Managing Resilience - Practicing Resilience in Different Ways

UNIT III DISASTER CLASSIFICATION 12

Disasters: Concepts, and definitions (Hazard, Vulnerability, Risk, Disaster). Classification: Natural (Geological, Meteorological, Hydrological, Climatological, Biological, Extra-terrestrial) and Man-made- Technological (Industrial and Transport Accidents), Miscellaneous Accidents and Terrorism. Impacts (including social, economic, political, environmental, health, psychosocial, etc.). Differential impacts- in terms of caste, class, gender, age, location, disability. Global trends in disasters- urban disasters, pandemics, complex emergencies, climate change. Disaster profile of India.

UNIT IV DISASTER MANAGEMENT

12

Disaster Management: Definitions, History and Relevance. Resilience Building. Disaster cycle: Risk Management- Risk identification, risk reduction (planning, prevention, mitigation, preparedness), risk transfer; Crisis Management- Response (Search and Rescue), Relief, Recovery and Reconstruction. Multi-disciplinary character of DM. Disaster Policy: The International Decade for Natural Disaster Reduction, Yokhama Declaration, United Nations International Strategy for Disaster Risk Reduction (UNISDR), Hyogo Framework for Action (HFA); Sendai Framework and Action Plan. IDRL Guidelines, Sphere standards; Disaster Policy (National Policy on Disaster Management), Disaster Management Act 2005. National Disaster Management Plan 2019.

UNIT V DISASTER ADMINISTRATION

12

Disaster Administration: United Nations and its Disaster Management Mechanism UNDP, UNDRR, WHO. Disaster Administration in India: Disaster Management Authority at National, State and District levels; Allied governmental bodies, institutions and mechanisms/resources for Disaster Management; State and National Disaster Mitigation Funds. Gaps in Disaster Policy and Administration. Stakeholders: Roles and responsibilities of different stakeholders- Community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), State and Centre, Task forces and Emergency response teams. Warning Systems and allied Disaster Management bodies. Media, Fire Services, Para-military, Armed forces. Health Department, Communication, Insurance, Civil Society, International NGOs, National and Local NGOs. Volunteers and youth groups.

Disaster Determinants - Factors affecting damage - types, scale population, social status, habitation pattern, physiology and climate. Factors affecting mitigation measures, prediction, preparation, communication, area and accessibility, population, physiology and climate,

Total Hrs: 60

COURSE OUTCOMES:

- CO 1: Understand the nature and impact of disasters, globally and in India.
- CO 2: Describe the concepts, terminologies, developments and prospects in the field of Disaster Management.
- CO3: Analyze and evaluate the policy and administrative processes involved in Disaster Management.
- CO4: To teach the concept of Disaster management and measures to be taken at different stages of disaster management
- CO5: To provide insight about global, national and regional level scenario of disaster Management

TEXT BOOKS:

1. Goel S.L, Disaster Administration and Management, Text & Case studies, Deep and Deep Publications, 2007

REFERENCE BOOKS:

1. Alexander, D. Introduction in 'Confronting Catastrophe', Oxford University Press, 2000.
2. Carter, N. Disaster Management: A Disaster Manager's Handbook. Manila Philippines: Asian Development Bank Damon, 1991.
3. Coppola P, Introduction to International Disaster Management, Butterworth-Heinemann Publishing House, 4th Edition, 2020
4. Kapur, Anu et.al , Disasters in India Studies of grim reality. Jaipur: Rawat Publishers, 2005

WEBSITES:

1. <https://www.pdpu.ac.in/downloads/1%20Community-Based-Disaster-Management.pdf>
2. https://www.preventionweb.net/files/26081_kp1concepdisasterrisk1.pdf
3. <https://www.wvi.org/graduating-most-vulnerable-families-out-extreme-poverty/guidance-notes-reducing-risk-and-building>

WEBSOURCES:

1. <https://www.slideshare.net/GRFDavos/conceptual-models-for-disaster-resilient-communitiesfarzad-behtashpptx>
2. <https://www.slideshare.net/irpex/disaster-risk-reduction-and-management-28415360>

SEMESTER IV

COURSE OBJECTIVES

To Establish venture either in self or with support of incubation unit

To Form the unit based on the innovation and business model developed as a part of the previous Capstone Projects

COURSE OUTCOMES:

At the end of the project, the students will be able to:

CO 1: To use design innovation, business canvas boot strapping techniques in the venture development

CO 2: To implement problem oriented solution approach, customers Society and Market Oriented Start-up Strategic Model.

CO 3: To Incorporate Marketing Research and Marketing Innovation techniques and Techniques of “Forming–storming–norming–performing model”

CO 4: To face the challenges, tackle problem, find solution, plan work and deliver results in the venture started

CO 5: To motivate a competent team and securing resources with fund mobilization.