

DEPARTMENT OF MANAGEMENT

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Tech zone, Pollachi Road,
Eachanari, Coimbatore – 641021



Syllabus for

MASTER OF BUSINESS ADMINISTRATION

INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

2024-2025 Batch onwards

VISION AND MISSION OF THE INSTITUTION:

VISION

To emerge as a world-renowned Institution that is integrated with Industry to impart Knowledge, Skills, Research Culture and Values in youngsters who can accelerate the overall development of India.

MISSION

To provide quality education at affordable cost, build academic and research excellence, maintain eco-friendly and robust infrastructure, and to create a team of well qualified faculty who can build global competency and employability among the youth of India.

MOTTO

Transform the youth into a National Asset.

VISION AND MISSION OF THE DEPARTMENT:

VISION

To establish the Management Department as a dynamic and continually evolving center of excellence, dedicated to providing students with a transformative learning experience. Our aim is to nurture global leaders who not only excel in business but also contribute significantly to the growth of society and the nation.

MISSION

Empower students to become agile, forward-thinking leaders who drive positive change in the business world and contribute to the betterment of society, economic growth, and prosperity on both a national and global scale.

Program Educational Objectives (PEO)

PEO1	Explain business expansion abroad and key issues related to their operations in other countries compare with our country.
PEO2	Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
PEO3	Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.

Mapping of Institute's Mission to PEO

Institute's Mission	PEO's
To provide quality education at affordable cost, build academic and research excellence maintain eco-friendly and robust infrastructure, and	PEO1, PEO2
To create a team of well qualified faculty who can build global competency and employability among the youth of India.	PEO2, PEO3

Mapping of Department Mission to PEO

Department Mission	PEO's
Empower students to become agile.	PEO 1, PEO 2
Forward-thinking and contribute to the betterment of society.	PEO 1, PEO 2
Leaders who drive positive change	PEO 2, PEO 3,
Foster economic growth, prosperity on a national and global scale.	PEO 1. PEO 3

Program Outcomes (PO):

PO1	: Demonstrate knowledge competency in core discipline
PO2	: Apply the appropriate knowledge and suitable skills in solving the complex problems

P03	: Conduct investigations of complex problems through various scientific approaches
P04	: Design solutions for complex and open ended real-life or real-time problems
P05	: Use appropriate and advanced tools for wide range of practices with an understanding on its associated limitations
P06	: Work effectively and responsibly as a member or a leader in a team
P07	: Express complex concepts within the profession and with society at large
P08	: Understand the professional roles and responsibilities
P09	: Analyze social and environmental aspects of the professional practices
P010	: Practice higher moral and ethical standards during the discharge of professional duties
P011	: Incorporate finer finance and business practices in all professional engagements
P012	: Identify and address their professional development through lifelong learning

Program Specific Outcomes (PSO):

PSO1:	Design innovative strategies to address global operational challenges, ensuring these solutions incorporate social responsibility and ethical considerations.
PSO2:	Analyze global trends impacting management practices across industries and develop competitive strategies to adapt to these changes.
PSO3:	Develop theoretically rigorous and empirically robust research to effectively solve global business challenges

Correlation between the PO/PSO and the PEOs

Program Outcomes		PEO 1	PEO 2	PEO 3
P01	:	3	1	3
P02	:	3	2	3
P03	:	1	2	3
P04	:	3	1	3
P05	:	3	3	2
P06	:	2	3	3
P07	:	2	3	1
P08	:	3	2	1

PO 9	:	2	2	3
PO 10	:	3	2	1
PO 11	:	2	1	1
PO 12	:	3	2	2

PSO1	:	2	3	1
PSO2	:	3	2	2
PSO3	:	2	3	3

3 – Strong correlation; 2-moderate correlation; 1-Less correlation; Blank-no correlation

Components considered for Course Delivery is listed below:

- a. Class room Lecture
- b. Laboratory class and demo
- c. Assignments
- d. Mini Project
- e. Project
- f. Online Course
- g. External Participation
- h. Seminar
- i. Internship
- j. Out Bound Training

Mapping of POs with Course Delivery:

Program Outcome	Course Delivery								
	A	B	C	D	E	F	G	H	I
P01	3	3	1	1	2	1	3	3	1
P02	3	3	2	3	3	1	1	2	3
P03	3	3	1	3	1	1	1	2	3
P04	2	3	2	3	3	1	1	3	1
P05	3	2	1	3	1	3	3	3	3
P06	2	3	1	3	3	1	2	3	3
P07	2	3	1	3	1	1	2	3	3

P08	2	2	1	2	3	3	2	3	3
P09	1	1	2	3	3	3	2	3	3
P010	2	1	2	3	2	2	2	2	2
P011	1	1	2	2	2	3	3	3	3
P012	1	2	3	2	2	2	3	3	3

PS01	2	3	1	3	2	3	1	3	3
PS02	3	2	2	3	3	2	2	3	2
PS03	2	3	3	2	2	3	3	2	3

3 - Strong correlation; 2-moderate correlation; 1-Less correlation; Blank-no correlation

RATHINAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)										
Scheme of Curriculum for MBA (IEV) for the Batch admitted during 2024-2025 Onwards										
Sem	Part	Type	Sub Code	Subject	Credit	Per Week	CIA	ESE	Total	Exam Hours
1.1	3	CORE I		Economic of Innovation and Entrepreneurship in Market Economy	4	4	50	50	100	3
1.2	3	CORE II		Entrepreneurial Leadership Essentials, People, Team Building & Management	3	3	50	50	100	3
1.3	3	CORE III		Science, Education, Technology, Innovation, Start-up Policies in India	3	3	50	50	100	3
1.4	3	ELECTIVE -I		Creativity & Design Thinking for Product,	3	3	50	50	100	3

				Process and Service Innovations						
1.5	3	ELECTIVE-II		Business Intelligence, Data Analysis, & Visualization – Application of AI/ML	3	3	50	50	100	3
1.6	3			Outbound Trainings/Certification from renowned knowledge agencies.	4	2			100	-
1.7	3	INTER DISCIPLINARY COURSE		Legal Compliance for incorporating Start-up.	4	4	50	50	100	3
1.8	3	CAPSTONE PROJECT		Ideation and Design Thinking for Problem-Solution fit	2	2			100	
					26	24	300	300	800	
2.1	3	CORE-IV		Innovation Development Process & Readiness Levels	4	4	50	50	100	3

				(Technology, Market and Investment).						
2.2	3	CORE - V		Entrepreneurial Marketing and Customer Thinking	4	4	50	50	100	3
2.3	3	ELECTIVE- III		Management of Digital innovation, Digital Business and Digital Marketing	3	3	50	50	100	3
2.4	3	ELECTIVE - IV		Design and Management of Incubation and Pre-Incubation Facilities and Services	3	3	50	50	100	3
2.5	3	INTER DISCIPLINARY COURSE		Entrepreneurial Finance & Accounting for Entrepreneurs	4	4	50	50	100	3
2.6	3	CAPSTONE PROJECT		Marketing Research and Customer Insight for Problem-	2	2			100	3

				Market Fit.						
2.7	3	ACTION LEARNING SEGMENTS		Incubation, Innovation & Start-up Landscape, Opportunities and Practices in India & merging Economics	6	5	50	50	100	3
					26	25	300	300	700	
3.1	3	CORE-VI		Production Planning ,Resource and Quality Management	3	3	50	50	100	3
3.2	3	CORE-VII		Venture Growth Planning & Venture Financing.	3	3	50	50	100	3
3.3	3	ELECTIVE-V		Convincing Markets And Investors - Fund Raising, Picting, Crowd Funding.	3	3	50	50	100	3
3.4	3	ELECTIVE- VI		Negotiations and Strategic Decision Making in Start ups	3	3	50	50	100	3

3.5	3	ELECTIVE-VII		Urban Innovation Technologies, Practices and Policy for Smart City Development.	4	4	50	50	100	3
3.6				Outbound Trainings/Certification from renowned knowledge agencies.	4	2			100	
3.7	3	INTER DISCIPLINARY COURSE		Intellectual Property Right (IP) Management Strategies	4	4	50	50	100	3
3.8	3	CAPSTONE PROJECT		Business Model fit and Business Model Innovations.	2	2			100	3
					26	24	300	300	800	
4.1	3	CORE-VIII		Business Valuation Methods, Financial Investments, & Financial Reporting for Start-ups.	4	4	50	50	100	3

4.2	3	ELECTIVE-VIII		Eco-innovation and Sustainable Entrepreneurship Practices Worldwide.	4	4	50	50	100	3
4.3	3	INTER DISCIPLINARY COURSE		Innovation, Social Enterprise, and Sustainability.	4	4	50	50	100	3
4.5		ACTION LEARNING SEGMENTS		Project with Viva-Voce Real Time Venture Establishment and Management in Incubation/Acceleration.	12	12	50	50	100	3
					24	24	200	200	400	
TOTAL					102	97	1100	1100	2700	

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	CORE- I Economic of Innovation and Entrepreneurship in Market Economy.	4	0	0	4	Theory

Introduction

Innovation economics is new and growing field of economic theory and applied/experimental economics that emphasizes innovation and entrepreneurship. It comprises both the application of any type of innovations, especially technological, but not only, into economic use. In classical economics this is the application of customer new technology into economic use; but also it could refer to the field of innovation and experimental economics that refers the new economic science developments that may be considered innovative.

Course Outcome:

C01	:	To understand resources and achieve maximum results.
C02	:	To analyze entrepreneurship as a career choice
C03	:	To apply creative thinking techniques in addressing their customers' and company's needs.
C04	:	To evaluate a business idea into a comprehensive and highly scalable business model.
C05	:	To design a successful business plan and launch their product or service in the market fast to acquire customers.

Module	Title	Hours
I	Introduction to Entrepreneurship	12
Introduction to Entrepreneurship - Concept, definition and overview of Entrepreneurship - Evolution and growth of entrepreneurship in India - role of entrepreneurship in economic development - Characteristics of entrepreneurs-types of entrepreneurs - Theories of entrepreneurship. Intrapreneurship. Women entrepreneurship - Social entrepreneurship.		

II	Innovation	12
Innovation- Meaning, concept-definition- Innovation theories-The Process of Innovation and Idea Generation. Systems Thinking as a Method for Innovation-Team Formation. Problem Definition and Asset Mapping-Development of Startup Venture Idea - design thinking and innovation - Legal And IP Issues - Social Innovation.		
III	Product Development	12
Concept of new product - new product development - idea generation - sources of new ideas - methods of idea generation -Test marketing- Advantages, need, types, and methods. Prototype and MVP. Commercialization - Time to market, breaking into the market, methods of commercialization.		
IV	Business Models	12
Recognizing opportunities and generating idea - Feasibility analysis - Industry and competitor analysis - Developing and effective business model - entrepreneurship models-corporate entrepreneurship models- Elements of business models -The business model canvas - Review of Business Model Canvas.		
V	Financing and preparing a business plan	12
Financing the venture -Sources of finance - Bootstrapping strategies and their Valuation- Crowd funding and its valuation. Role of government and other agencies in entrepreneurship. Entrepreneurial assistance schemes. The business plan- Contents, preparing a business plan, pitching.		

Text books

1. Entrepreneurship: Successfully launching New Ventures, 3rd Edition, Bruce R. Barringer; R. Duane Ireland.
2. Innovation and Entrepreneurship (Third edition, John Wiley and Sons 2015)

Reference Books

1. Ries, Eric(2011), The lean Start-up: How constant innovation creates radically successful businesses, Penguin Books Limited.
2. Blank, Steve (2013), The Startup Owner’s Manual: The Step by Step Guide for Building a Great Company, K&S Ranch.
3. S. Carter and D. Jones-Evans, Enterprise and small business- Principal Practice and Policy, Pearson Education (2006)

4. T. H. Byers, R. C. Dorf, A. Nelson, Technology Ventures: From Idea to Enterprise, McGraw Hill (2013)

5. Osterwalder, Alex and Pigneur, Yves (2010) Business Model Generation. Kachru, Upendra, India Land of a Billion Entrepreneurs, Pearson 6. Verstraete, T. and Laffitte, E.J. (2011). a Business Model of Entrepreneurship, Edward Elgar Publishing. 7. Johnson, Steven (2011). Where Good Ideas comes from, Penguin Books Limited

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12
C01	1	1	2	1	2	2	2	2	3	3	2	3
C02	1	2	1	1	2	2	2	3	2	3	2	3
C03	1	2	1	2	2	1	1	2	3	2	3	3
C04	2	1	1	1	2	2	1	2	3	3	2	3
C05	2	1	2	1	2	1	2	3	3	2	3	3

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	CORE- II Entrepreneurial Leadership Essentials, People, Team Building & Management.	3	0	0	3	Theory & Practical

Introduction

The gradual evolution of entrepreneurship under the pressures of innovation, environmental factors, and the increasing need for social engagement between business leaders and society has necessitated a reevaluation of leadership roles. This scientific research aims to define a new paradigm of entrepreneurial leadership that will dominate in the 21st century. Through a comprehensive analysis and synthesis of contemporary scholarly literature using theoretical synthesis and analytical methods, it is evident that the global business landscape demands a new breed of leaders.

Course Outcome:

C01	:	To understand the role of Entrepreneurial & leadership
C02	:	To analyze the Market& people.
C03	:	To Apply concept of Leadership and its types
C04	:	To evaluate the Leadership Management
C05	:	To implement of the Team building on their projects

Module	Title	Hours
I	Entrepreneurial Leadership Fundamentals	9
Leader - Entrepreneurial leader -The critical link between leadership and entrepreneurial success - Leadership Ethics & Traits - Contingency Theories in leadership - Characteristics of Entrepreneurial Leaders - Leadership role in supporting Creativity, innovation and an Entrepreneurship.		
II	Leadership for Team & Organization	9

Factors affecting Organizational structure and Design -Teams and team building- How to work Effectively with others.-Working in a virtual world: Technology as a way of life - Organizational Controls: People, Processes, Quality and Results -Leadership in Learning Organization and Crisis Leadership.		
III	Team Dynamics and Development	9
Team Dynamics- importance of team dynamics in project environments- supporting virtual teams and project leadership- responsibilities of a project manager- develop and engage project teams- key components on conflict management.		
IV	Team Design and Structure	9
Team composition- building blocks of a high-performance- team using GRPI model- Virtual team- challenges of virtual teams- Integrative Thinking Activities.		
V	Leader as a Coach	9
Leader as a Coach- Importance of Leader as a Coach- coaching styles- directive and facilitative coaching styles- coaching style based on the situation- mindsets and behaviors for being an effective facilitative coach.- Case Studies.		

Text Book:

- 1) Entrepreneurship and Leadership by Donald F. Kuratko, the Jack M. Gill Distinguished Chair of Entrepreneurship, 2013
- 2) Mark E. Mendenhall, Joyce S. Osland, Allan Bird, Garry R. Oddou, Martha L. Maznevski, Michael J. Stevens, Gunter K. Stah

Reference:

- 1) Entrepreneurial Leadership: Fundamentals, by Bill Corbin, March 2000
- 2) Leadership Skills For Entrepreneurs, by Aliene S. Linwood, D.P.A&Carol A. Petrucelli, M.H.S.A

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12
C01	1	1	2	1	1	2	2	2	3	3	2	3
C02	1	1	1	2	2	2	3	3	2	2	3	3
C03	1	2	2	1	2	3	3	2	3	3	3	2
C04	1	1	2	1	2	3	3	2	3	3	2	3
C05	1	1	2	1	2	1	3	3	3	2	3	3

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	CORE- III Science, Education, Technology, Innovation, Start-up Policies in India	3	0	0	3	Theory

Introduction

The new Science, Technology, and Innovation (STI) Policy seeks to catalyze transformative changes through short-term, medium-term, and long-term mission-oriented projects. It aims to cultivate an ecosystem that supports research and innovation among individuals and organizations alike. By promoting evidence-based STI planning, informed decision-making, rigorous evaluation, and policy research, the policy aims to foster a robust and inclusive STI ecosystem in India. It aims to identify and address the strengths and weaknesses of India's STI landscape to drive socio-economic development and enhance global competitiveness.

Course Outcome:

CO1	:	To understand the concept of Science & Education system
CO2	:	To analyze the Technologies.
CO3	:	To apply the concept of Innovation in India
CO4	:	To evaluate the Entrepreneurship in Start-up policies in India.
CO5	:	To lean & implement of the Innovation in Start-ups.

Module	Title	Hours
I	Science, Technology, Innovation Policy (STIP)	9
Building a robust Science, Technology and Innovation Ecosystem - Evolution of STI Policies in India - Indian Science and Technology Archive of Research (INDSTA)- STI effective ethical and		

regulatory frameworks.		
II	Financing STI	9
STI unit with a minimum earmarked budget - Diversification and enhancement of extramural fund - STI ecosystem through enhanced financial engagements - Private financing - Strengthening financial outlay.		
III	Start-up Funding	9
Types of Start-up Funding - Stages of Start-ups and Source of Funding - Steps to Start-up Fund Raising - Start-up India Funding Support- Start-up India Seed Fund Scheme, Start-up India Investor Connect.		
IV	National Innovation and Startup Policy 2019	9
Strategies and Governance-Start-ups Enabling Institutional Infrastructure -Nurturing Innovations and Start ups, Product Ownership Rights for Technologies Developed at Institute		
V	Institutional Financial Support	9
Institutions supporting the small business enterprises: Central level institutions, state level institutions, other agencies. District Industries Centers (DICs) - Industrial Development Corporation (IDC) - State Financial Corporation (SFCs) - Small Scale Industries Development Corporations (SSIDCs) - Khadi and Village Industries Commission (KVIC) - Technical Consultancy Organization (TCO) - Small Industries Service Institute (SISI) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDBI) - NBFC's in India.		

Text Book:

- Innovations in Science and Technology Education. Vol. VI

Reference:

- Government of India Ministry of Science & Technology Department of Science & Technology
December, 2020

startupindia.gov.in, aim.gov.in, stpi.in

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	1	3	3	2	2	3	2	3	3

C02	2	1	1	2	3	2	3	3	2	3	2	3
C03	1	2	2	1	2	3	3	2	3	2	3	3
C04	1	1	2	1	2	3	3	2	3	3	2	3
C05	2	1	2	1	2	1	3	3	3	3	3	3

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	ELECTIVE-I Creativity & Design Thinking for Product, Process and Service Innovations	3	0	0	3	Theory

Introduction

Design thinking is a creative approach for generating innovative solutions to complex challenges. It involves immersing oneself in the problem, creatively exploring pain points and opportunities, and prototyping entirely new solutions through iterative processes. Emphasizing user empathy, holistic thinking, collaboration, and experimentation, design thinking is versatile and applicable across diverse fields such as architecture, healthcare, and product development. This course explores the importance of design thinking in innovation management, equipping students with essential knowledge to effectively navigate the realm of innovation.

Course Outcome:

C01	:	To understand the principles of Design thinking
C02	:	To Analyzing to devise and develop strategic foresight for business models
C03	:	Applying the distinction between innovation function and innovation management
C04	:	To evaluate the various challenges related to innovation
C05	:	Create opportunities Understand the process of New Product development

Module	Title	Hours
I	Design Thinking	9
Design Thinking- Different About Design thinking - Design Thinking Skills Principles of Design Thinking- The Basis for Design Thinking - The Design Thinking Team-Design Thinking Workshops and Meetings – Exercises and case based discussions.		

II	Listening and Empathizing Techniques	9
Observation – structured open ended approach - Design Thinking Frameworks, Ideation tools – brainstorming, innovation heuristics, behavior models, overcoming cognitive fixedness – Exercises and case based discussions		
III	Introduction to Service Design	9
Principles of Service Design; Service Design Heuristics; Elements of a brand experience; Design for multi-channel Experience; Emotional Design. Service Design tools and techniques – Customer Journey Mapping, Service Blueprint; Business Model Canvas; Strategy Canvas; Design Sprint technique and methodology.		
IV	Creation and development of new products including sustainable development	9
Innovative Product - Characteristics of the innovative product- Impact of consumers on the design and implementation of innovative products- Eco product design- Design thinking method in the design of innovative products (Case studies).		
V	Case Studies	9
Case I “Experience Innovator “ Individual case Case II Starbucks: Delivering Customer Service Case III eBay (A) The Customer Marketplace & (B) Case IV Thread less, the Business of Community.		

Text Book:

- 1) Solving problems with design thinking, by J Liedtka, A King, K Bennett – 2013

Reference:

- 1) Product and Service Design Innovation, António Augusto Fernandes, 2023

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	1	1	1	2	2	3	2	3	3
CO2	2	1	1	2	1	2	2	3	2	3	2	3
CO3	1	2	2	1	2	1	3	2	3	2	3	3

C04	1	1	2	1	2	1	2	2	3	3	2	3
C05	2	1	2	1	2	1	2	3	2	3	3	3

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	ELECTIVE- II Business Intelligence, Data Analysis, & Visualization - Application of AI/ML	3	0	0	3	Theory

Introduction

Modern business intelligence integrates business analytics, data mining, data visualization, robust data tools and infrastructure, and industry best practices to enable organizations to make informed, data-driven decisions. Operational zing modern business intelligence entails achieving a holistic understanding of organizational data and leveraging it to foster transformative changes, eliminate inefficiencies, and swiftly adapt to market or supply fluctuations. Key features of contemporary BI solutions include empowering business users with flexible self-service analysis, ensuring governance over trusted data platforms, and prioritizing agility in deriving actionable insights.

Course Outcome:

C01	:	To understand the concept of Business Intelligence
C02	:	To Learn the Data Analysis.
C03	:	To apply the concept of Analysis & its visualization.
C04	:	To implement of the AI in Business
C05	:	To evaluate the AI & ML.

Module	Title	Hours
I	Introduction to Business Intelligence and Data Analysis	9

Overview of Business Intelligence (BI) - its components - Importance of data analysis in decision-making- Basic data analysis techniques and tools.		
II	Foundations of Data Visualization	9
Data visualization - Principles of data visualization- Tools for data visualization,-Tableau, Power BI, Designing effective visualizations - Data cleaning techniques-Data transformation and normalization - Handling missing data and outliers-		
III	Time Series Analysis	9
Time series data and its characteristics - Forecasting techniques (ARIMA, Exponential Smoothing), Applications in business forecasting.		
IV	Applications	9
AI applications – Language Models – Information Retrieval- Information Extraction – Natural Language Processing - Machine Translation – Speech Recognition – Robot – Hardware – Perception – Planning – Moving.		
V	Machine Learning And AI	9
Genetic algorithms - Neural network- Fuzzy logic- Support Vector Machine-Optimization techniques Ant Colony- Particle Swarm, DEA.		

Reference:

1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2006
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.
3. W.H.Inmon, Building the Data Warehouse, fourth edition Wiley India pvt. Ltd. 2005.
4. Ralph Kimball and Richard Merz, The data warehouse toolkit, John Wiley, 3rd edition,2013.
5. Michel Berry and Gordon Linoff, Mastering Data mining, John Wiley and Sons Inc, 2nd Edition, 2011

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
C01	1	2	1	1	2	1	2	2	3	2	3	3
C02	2	1	1	2	1	2	2	3	2	3	3	3
C03	1	2	2	1	2	1	2	2	3	3	2	3
C04	1	1	2	1	2	1	2	2	3	2	3	3
C05	1	1	2	1	2	1	1	2	3	2	3	3

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	IDC- Legal Compliance for incorporating Start-up	4	0	0	4	Theory

Introduction

The domain of intellectual property is vast. Copyrights, Patents Trademarks and Designs are known to have received recognition for a long time. Newer forms of the protection are also emerging particularly stimulated by the exciting developments in scientific and technological activities. The study lesson provides an in-depth understanding to the students about the various forms of the intellectual property, its relevance and business impact in the changing global business environment. Besides, the students will also be acclimatized with the leading International Instruments concerning Intellectual Property Rights.

Course Outcome:

C01	:	To understand the concept of legal aspects
C02	:	To Learn the legal formalities of companies.
C03	:	To Apply the concepts in Start-ups.
C04	:	To lean & implement of the Legal compliance for incorporating.
C05	:	To evaluate the Legal activities for incorporating Start-up company.

Module	Title	Hours
I	Company Incorporation	12
Companies Act - Incorporating Start-up – Introduction to Companies Act 2013 – Types of companies’ fundamentals for choosing for start-up registration – Laws relating to incorporation of Private – LLP – LLC – Partnership & Proprietorship firms – Laws related to single Founder Company – Not for profit - Deciding on Type of Company for their Start-up – Training MCA portal procedures for Application – Filling of Incorporation Dummy Format.		
Module	Title	Hours

II	Legal Documentations	12
<p>Legal Formalities – MoA – AoI – LoA – SHA – DSC – DIN application process – Partnership Agreement – Investment Deal Agreements – Legal Trade Licenses & Clearance – Accounting & Tax Compliance – CA assignment - Yearly Auditing Documents to be submitted – Regulatory Book Keeping – Creating Legal documents format – Partnership Deed – Founders Agreement – Employee Contract & Offer Letters – NDA – Non Compete Agreement – Vendors – Product Design & Development Agreement</p>		
Module	Title	Hours
III	Intellectual Property Rights	12
<p>IPR – Importance of IPR for Tech Start-ups – Indian IP office structure - Types of IPR – Application Process - Deep dive in Patents – Indian IP patent law – Application Process – Patent Filing – Provisional – Complete Application – Publication – Request Examination – FER – Grant – Patent Fees Structure – Patent Filing requirements various Forms - IP Filing mock session – Filling various IP related application forms and Fee structure Case studies: On Bajaj – TVS (DTSI Engine) Patent Issue – Apple – Samsung smart phone Design patent infringement.</p>		
Module	Title	Hours
IV	Patents	12
<p>Patent Search – Types of Patent Search – Prior Art – Patentability – FTO – Validity Search – State of art search – Planning and develop search strategies. Patent Drafting – Draft Document structure & content (Title – FoI – BG Information – Summary – Brief Description – Detailed Description – Claims – Abstract - Drawings) – Important sections of Patents Act 1970 - Mock patent search sessions – Patent drafting Exercise – workshop – Drafting Competition</p>		
Module	Title	Hours
V	Legal Compliances for Start-up	12
<p>Procedurals for – MSME Registration – Environmental – Pollution Control Clearances - GST Registration & monthly filing - GST Filing forms – GSTR 1 – GSTR 3B – GSTR 7 – GSTR 9 – GSTR 9A – GSTR 9C – GSTR 10 – GSTR 11 -- TDS Monthly Submission – Banking Compliances – Bank Guarantees – Letter of Credit – Creating Purchase Order – Advance Payment Terms – Auditor Reports – Monthly – Quarterly – Half Yearly & Annual Returns</p>		

Reference books:

1. Corporate Law, 33rd ed. 2016, Taxman New Delhi.
2. Ramaiyas Guide to the Companies Act, 18th ed. 2014, Lexis Nexis New Delhi.
3. Taxmann's guide to Startup's – Vinod Kothari Consultants
4. Indian Patent Law & Practice – K C Kankanala : Oxford India
5. How to patent an Idea in India – Prasad Karhad : Independently Published

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	1	2	2	1	3	3	2	2	3	1	2	3
C02	2	1	1	2	3	2	3	3	2	1	2	3
C03	1	2	2	1	2	3	3	2	3	1	2	1
C04	1	1	2	1	2	3	3	2	3	3	3	2
C05	2	1	2	1	2	1	3	3	3	1	3	3

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	CAPSTONE PROJECT- Ideation and Design Thinking for Problem-Solution fit	4	0	0	2	Theory / Project

Introduction:

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.

Course Outcome:

C01	:	Test an idea for real-life application.
C02	:	Discuss the functionality and feasibility of a product/ the idea.
C03	:	Analyze the feasibility of a product/ the idea.
C04	:	Identify, the potential risks and obstacles faced in implementing the proposed product/ idea.
C05	:	Compare the competing products/ideas.

Module	Title	Hours
I	Ideation Phase	9
Divergent Thinking - Encourage brainstorming sessions where participants generate a wide range of ideas without judgment. Techniques - Use ideation techniques such as mind mapping. Cross-functional Collaboration- Involve stakeholders from diverse backgrounds		
Module	Title	Hours

II	Prototype Development	9
Prototype Quickly -Create rapid prototypes of promising ideas to visualize and test potential solutions. Iterative Refinement: Continuously iterate on prototypes based on feedback from users and stakeholders.		
Module	Title	Hours
III	Testing and Feedback	9
User Testing -Conduct usability testing and gather feedback from target users. Iterative Testing -Iterate on the prototype based on user feedback.		
Module	Title	Hours
IV	Achieving Problem-Solution Fit	9
Validation: meets the needs of the users- quantitative metrics.- problem statement- alternative solutions- new insights.		
Module	Title	Hours
V	Key Principles of Design Thinking	9
User-Centered Approach- Iterative Design Process- Collaborative Design Teams - Adaptive and Flexible Design.		

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12
C01	2		-	-	-	-	-	-	-	-	-	-
C02	-	2	-	-	-	-	-	-	-	-	-	-
C03	-		-	2	-	-	-	-	-	-	-	-
C04	-	2	-	2	-	-	-	-	-	-	-	-
C05	-	2	-	-	-	2	-	-	-	-	-	-

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	CORE-IV Innovation Development Process & Readiness Levels (Technology, Market and Investment.	4	0	0	4	Theory

Introduction

The process of innovation development entails progressing through multiple stages to effectively introduce a new technology or product to the market. This process commonly incorporates readiness levels to evaluate the maturity and preparedness of the innovation across dimensions such as Technology, Market, and Investment.

Course Outcome:

CO1	:	To understand the concept of innovation
CO2	:	To Learn the Development & process methods.
CO3	:	To Apply the concept of Readiness levels.
CO4	:	To evaluate the Technology, Market & Investment.
CO5	:	To create Innovation & development progress.

Module	Title	Hours
I	Need for Innovation	12
Innovation: - Need - Objectives of innovation - Technology innovation - its importance – Knowledge Management- need - Business strategies related to knowledge management - Knowledge Management Approaches-Transformation of an enterprise through Knowledge Management - Creating Knowledge Management System in Organization Establishing Knowledge Management through IT- Organizational-culture for Knowledge Management - Future of Knowledge Management.		

II	Technology Transfer and Joint Ventures	12
Technology Transfer and Joint Ventures -Policy, Procedure & Practices-India's Technology base and Capabilities-Preference of Indian Technology-major Constraints and problems Operational constraints- Problems in Indian Business Environment Problems in Finalization of Agreement-Major Problems in Technology transfer Collaboration Agreements, R& D, Import Substitution, Scaling, Diagrams- Patterns and Intellectual Property rights.		
III	Web marketing basics	12
Web Marketing - Meaning- Benefits of Web Marketing - Myths and Facts in Web Marketing Web Psychology: Understanding the Internet mind - The Internet and the Law: Copyright, Censorship, Privacy, Jurisdiction- Do's and Don'ts on Web.		
IV	Web marketing Strategies	12
Web marketing Strategies - Choosing the strategy - Online store fronts -Target Marketing Attracting Customers- Web Advertising - E-Mail Marketing-Instant market research - Securities Issues.		
V	Enterprise Resource Planning	12
Enterprise Resource Planning: The E- Business backbone -Meaning- ERP decision Enterprise Architecture Planning- ERP Implementation- The Future of ERP Applications- Procurement- Business Blueprint Planning.		

Reference Books:

1. Knowledge Management for Competitive advantage-Harish chandraChaudharaty, Excel Books Publications, New Delhi
2. Technology Transfer and Joint Ventures Abroad-R.R.Azad, Deep& deep Publications, New Delhi
3. Web Advertising and marketingthomas J Kuegler,Jr. #rd Edition-Prentice- Hall of India, New Delhi
4. e-Business Roadmap for Success- Dr.raviKalakota- Perason Education
5. "Frontiers of Electronic Commerce", Ravi Kalakota, Andrew B. Whinston, Addition -Wesley, 2000

Mapping of Course Outcomes with Program Outcomes

Course	Program Outcomes											
Outcome	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12
C01	1	2	2	1	2	2	2	2	2	2	2	2
C02	2	1	1	2	2	2	2	2	2	2	2	1
C03	1	2	2	1	2	2	2	2	2	2	2	1
C04	1	1	2	1	2	2	2	2	2	2	2	1
C05	2	1	2	1	2	1	2	2	2	2	2	2

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	CORE- V Entrepreneurial Marketing and Customer Thinking	4	0	0	4	Theory

Introduction:

Entrepreneurial marketing is defined by its association with risk-taking, proactive seizing of opportunities, and creating customer value through innovative ideas and deep market engagement facilitated by extensive networking and flexibility. The chapter explores the concept of entrepreneurial marketing and compares it to traditional marketing, highlighting both differences and similarities. It concludes by introducing various frameworks for understanding marketing strategy, including the 4Ps (Product, Price, Place, Promotion), 4Cs (Consumer needs, Consumer cost, Convenience, Communication), 4Vs (Validity, Value, Venue, Vogue), 4As (Acceptability, Affordability, Accessibility, Awareness), and 4Os (Objects, Objectives, Organization, Operations) of the marketing mix.

Course Outcome:

C01	:	To understand the concept of entrepreneurial.
C02	:	To Analyze the Market & Economic need identification.
C03	:	To Apply with Entrepreneurial marketing.
C04	:	To evaluate the Entrepreneurship in Market & customer thinking.
C05	:	To create a Market with Customer needs.

Module	Title	Hours
I	Marketing Using an Entrepreneurial Lens	12
An Entrepreneurial Approach to Marketing - New Tools—Same Old Rules Designing a Business Model,-That Creates Value Reality Check—The Truth About Business Success and Failure- The Importance of Setting S.M.A.R.T. Goals.		

II	Understanding Your Ecosystem	12
Introduction to Market Research- Defining and Understanding the Ecosystem - Primary Versus Secondary Data Sources - Understanding Evolving Market Trends - Defining Market Building- Business Model Sources of Data and Trends Tools- Value of Industry Association- Data Market Size - Business Relative to Others in the Industry - SWOT Analysis PESTLE Analysis Positioning Map.		
III	Designing Marketing Partnerships That Empower Growth	12
Finding Partners - Fit Right Partnership Using Your SWOT and PESTLE Analyses- Right Partner Marketing Alliance- Benefits Risk–Reward Balance A Word About Business Values Creating a Win–Win Scenario Green Light, Building Your Business Model.		
IV	Solution Selling Sales	12
Solution Selling Sales- Listening Sales- 5 Stages of the Sales Process- Dealing With Objections- Sales Tips for Building Relationships - Building Your Business Model Networking to Jump-Start and Grow Your Business It's Not About Making Friends Build Your Networking Skills Holding.		
V	Create Customer Engagement	12
Let the Games Begin—Time to Focus on Your Marketing Campaign Design Getting Your Customers, Engaged Through an channel Marketing Approach Think L, Creating Brand Engagement Disruptive Brand Marketing Campaigns , Ceding Control of Your Brand , Get Customer Touch Points Right , Combining the Best of Old School Marketing With New School Channels.		

Text Book:

- 1) Entrepreneurial Marketing- A Blueprint for Customer Engagement -FIRST EDITION
Beth Goldstein - Babson College, USA.

References:

- 1) Innovation and Entrepreneurship, By Peter F. Drucker
- 2) Entrepreneurial Development, S. Chand and Company Limited, S.S. Khanka, .
- 3) Fundamentals of Entrepreneurship, H. Nandan, PHI.
- 4) Entrepreneurship, 6/e, Robert D Hisrich, Michael P Peters, Dean A Shepherd, TMH.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12
C01	1	M	M	1	H	H	M	M	H	H	H	M
C02	M	1	1	M	H	M	H	H	M	H	M	H
C03	1	M	M	1	M	H	H	M	H	M	H	1
C04	1	1	M	1	M	H	H	M	H	M	H	M
C05	M	1	M	1	M	1	H	H	H	H	1	M

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	ELECTIVE III- Management of Digital innovation, Digital Business and Digital Marketing	3	0	0	3	Theory

Introduction:

Digital innovation, digital business, and digital marketing represent pivotal dimensions of contemporary business strategy and operation in the digital age. These fields collectively embody the transformative impact of technology on how businesses create value, engage customers, and drive growth in today's interconnected world.

Course Outcome:

CO1	:	To understanding of digital and social media marketing practices.
CO2	:	To analyze the social media platforms.
CO3	:	To apply skills to acquire and engage consumer online.
CO4	:	To Evaluate organizational competency by way of digital marketing practices and cost considerations.
CO5	:	To create a digital practices for marketing and promotion.

Module	Title	Hours
I	Innovation marketing	9
Introduction- Great Innovation Needs Great Marketing-Digital Marketing Fundamentals-Digital marketing and multichannel marketing-Paid, owned and earned media -The intersection of the three key online media types-The growing range of digital marketing platforms-Key features of digital marketing strategy-Benefits of digital marketing-5 Ss of internet marketing-Different forms of online presence-Framework for developing a digital marketing strategy.		

Module	Title	Hours
II	Digital marketing communications	9
Introduction-Relationship between digital and traditional communications-Using digital media channels to support business objectives- Key types of digital media channels-Different types of social media marketing tools-Benefits of digital media-Key challenges of digital communications-Case study of eBay.		
Module	Title	Hours
III	Digital marketing strategy	9
Digital marketing strategy as a channel marketing strategy -The scope of digital marketing strategy-How to structure a digital marketing strategy -Situation analysis-Strategy formulation for digital marketing.		
Module	Title	Hours
IV	Impact of digital media and technology	9
Impact of digital media and technology on the marketing mix-Using the Internet to vary the marketing mix-Product, Place of purchase Price, Promotion-Service elements: People, process and physical evidence. Relationship marketing using digital platforms-From e-CRM to social CRM -The challenge of customer engagement-Benefits of using e-CRM to support customer engagement -Marketing applications of e-CRM –Customer lifecycle management-Using digital media to increase customer loyalty and value.		
Module	Title	Hours
V	Marketing communications	9
Marketing communications using digital media channels-Search engine marketing-Search engine optimization-Paid search marketing-Online public relations-Affiliate marketing-email marketing-social media and viral marketing.		

Text Book

“Digital Marketing”- Dave Chaffey and Fiona Ellis-Chadwick Pearson Education Limited
Vandana, Ahuja; Digital Marketing, Oxford University Press India, First Edition

Reference Book

1. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional, First Edition
2. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page, First Edition

3. Tracy L. Tuten& Michael R. Solomon: Social Media Marketing, Sage Publication, Second Edition

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	1	2	2	1	3	2	2	2	3	1	3	3
CO2	1	1	1	2	2	2	3	3	2	2	2	2
CO3	1	2	1	1	2	3	2	2	3	1	2	3
CO4	1	1	2	1	2	2	2	2	3	1	2	1
CO5	2	1	2	1	2	1	3	3	3	3	2	2

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	ELECTIVE IV- Design and Management of Incubation and Pre-Incubation Facilities and Services	3	0	0	3	Theory

Introduction

Course Outcome:

CO1	:	To understand the concept of innovation
CO2	:	To analyze the Design & innovation in Incubation
CO3	:	To apply the future trends and technologies.
CO4	:	To evaluate the Incubation and Pre-Incubation Facilities and Services
CO5	:	To create the Innovation in Incubation, pre incubation.

Module	Title	Hours
I	Introduction to incubation and Pre-Incubation	9
Introduction – History and Evolution – Types of Incubators – Incubation Phases – facility Design layout – incubation and Pre incubation models – Program Development and Implementation – selection and Evaluation Start Ups – Training and Development Programs		
II	Supporting Services for Incubation and Pre-Incubation	9
Mentorship and Coaching – Networking Opportunities – Selection and Evaluation – funding and financial support – Ecosystem Development – Technology and Innovation Focus – Sustainability and Scalability – Talent & HR Support – Advisory Services		
III	Future Trends of Incubation and Pre – Incubation	9
Emerging Models – Technological Advancements – Collaborations- Industry Partnership – Academic Integration – Community Engagement – Intellectual Property Support – Prototyping and Product Development – Lean start-up methodology – Product Development		

- Market Analysis.		
IV	Incubation and Pre - Incubation Planning	9
Idea Validation and Development –Business Models and Planning – canvas workshops - coaching’s - Entrepreneurship Boot camps – Technology Access – Basic IT Infrastructure - Impact Measurement Tools		
V	Business Incubation and Pre- Incubation Innovation	9
Sustainability and social Impact – Global Collaboration – Cross Boarder – Cultural Exchange – Inclusive entrepreneurship – diversity and inclusion - Accessible Resources.		

Text Book :

- Business Incubation: Collin Barrow
- A Practical Guide to Business Incubation, Editors: NBIA (National Business Incubation Association)

Reference:

- The Entrepreneurial Ecosystem: Strategy for Incubation and Business Development: Author: Michael S. H. Heng and Alex Ip
- Incubators: Insights and Best Practices: Authors: David W. Allen and Christopher G. McCluskey.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12
C01	1	2	2	1	3	3	2	2	3	1	3	3
C02	2	1	1	2	3	2	3	3	2	2	3	2
C03	1	2	2	1	2	3	3	2	3	1	2	3
C04	1	1	2	1	2	3	3	2	3	1	2	3
C05	2	1	2	1	2	1	3	3	3	3	2	2
	1- Low			2- Medium				3-High				

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	IDC- Entrepreneurial Finance & Accounting for Entrepreneurs	4	0	0	4	Theory

Introduction

To learn basic concept of Finance & Accounts. Distinguish between financing and accounting. Describe common financing strategies for different stages of the company lifecycle. personal savings, personal savings, personal loans, friends and family, crowd funding, angel investors, venture capitalists, self-sustaining, private equity sales, and initial public offering. Explain debt and equity and the advantages and disadvantages of each.

Course Outcome:

CO1	:	To understand the concept of basics of accounts.
CO2	:	To analyze the Finance statement for the management.
CO3	:	To apply the concepts between finance & accounting.
CO4	:	To learn preparation of finance statement based on the accounts report.
CO5	:	To evaluate the Entrepreneurship Finance & Accounting.

Module	Title	Hours
I	Introduction to Accounting	12
Nature and Role of Financial Accounting –Nature and purpose of measuring and reporting financial positions – Format of Income Statement – recognition of revenue and expenses – calculation of depreciation – valuation of inventory – problems of bad and doubtful debts – Double Entry Book Keeping – Trail Balance – End of the period adjustments – ledgers and subsidiary records – Sales and Purchase journals – Cash Book and cash journals.		
II	Financial Planning and Control	12
Funding a new venture: Seed Startup and first round financing resources - Financial Boot Strapping –Business Angel Funding – Venture Capital Funding; Budgetary Control : Budget Control as a management tool – Budget Procedure - Classification of Budgets: Fixed and		

Flexible Budgeting - Sales Budget -Production Budget - Cash Budget - Master Budget; Control Ratios : Activity Ratio – Capacity Ratio – Efficiency Ratio – Calendar Ratio – Capacity Usage Ratio.		
III	Management of Finance	12
Capital requirement : Factors affecting fixed and working capital requirements; Capital structure: Factors determining Capital Structure; Capital Budgeting: Importance of Capital Budgeting – Factors affecting investment decisions; Capital Budgeting Appraisal Methods : Pay Back Method – Discounted Cash Flow Method: Net Present Value Method – Present Value Index Method – Internal Rate of Return – Accounting Rate of Return Method; Working Capital Management: Techniques for assessing working Capital Requirements - Estimation Method – Per Cent of Sales Approach – Operating Cycle Approach.		
IV	Financial Analysis and Interpretation	12
Analysis and interpretation of Financial Statements: Steps involved in Financial Analysis – Techniques of Financial Analysis; Ratio Analysis: Profitability Ratio – Turnover Ratio – Liquidity Ratios – Solvency Ratios; Cash Flow Statement: Utility of Cash Flow Analysis – Limitations of Cash Flow Statements – Preparation of Cash Flow Statement as per AS 3 (revised) Accounting Standards; Funds Flow Statements: Meaning – Preparation of Fund Flow Statements – Difference between Cash Flow and Fund Flow Statements.		
V	Cost Analysis	12
Basics of Cost Accounting: Concept of Cost - Elements of Cost – Components of Total Cost – Cost Sheet; Classification of Costs: Fixed, Variable, Semi- variable, and Step Costs; Cost Ascertainment: Cost Unit – Cost Centre – Profit Centre; Activity Based Costing – Back flush Costing – Life Cycle Costing; Marginal Costing: Absorption Costing – Direct Costing - Differential Costing – Segment of Semi Variable Cost; Cost Volume Profit Analysis: Profit Volume Ratio – Break Even Analysis - Break Even Charts – Margin of Safety.		

Reference books:

1. Atrill, McLaney, Harvey, "Accounting for Business Students", Pearson, 2018.
2. Leach/ Melicher, Entrepreneurial Finance, 5e, 2015.
3. Steven Rogers, Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur 3e, Tata McGraw Hill, 2014.
4. Douglas Cumming, Entrepreneurial Finance, Oxford University Press, 2012.

5. S.N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari, “ A Textbook of Accounting for Management”, Vikas Publishing House (2012), Noida
6. S.N. Maheshwari, “Financial Management”, Sultan Chand & Sons, New Delhi

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	1	2	2	1	3	3	2	2	3	2	1	3
C02	2	1	1	2	3	2	3	3	2	1	2	3
C03	1	2	2	1	2	3	3	2	3	2	1	2
C04	1	1	2	1	2	3	3	2	3	2	1	2
C05	2	1	2	1	2	1	3	3	3	2	1	3

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	CAPSTONE PROJECT- Marketing Research and Customer Insight for Problem-Market Fit.	2	0	0	2	Theory

Introduction

This course aims to equip students with the skills and knowledge necessary to conduct effective marketing research and develop customer insights that drive problem-market fit. Students will learn various methodologies and tools to understand customer needs, preferences, and behaviors, enabling them to identify market problems and tailor solutions accordingly.

Course Outcome:

C01	:	To understand and adhere to ethical considerations in conducting marketing research, ensuring the privacy and rights of research participants.
C02	:	To gather, analyze, and interpret customer insights using appropriate methodologies such as interviews, surveys, focus groups, and observational research.
C03	:	To identify and articulate market problems through the analysis of customer data and insights.
C04	:	To be familiar with various methods and techniques used in marketing research, including qualitative and quantitative approaches.
C05	:	The concept of problem-market fit and its significance in product development and marketing strategy.

Module	Title	Hours
I	Fundamentals of Marketing Research	4
Marketing Research- Types of marketing research (qualitative vs. quantitative), Research design and methodology, Data Collection Methods, Surveys and questionnaires, Interviews		

and focus groups, Observational research and ethnography.		
II	Customer Insight	4
Definition- Meaning- importance of customer insight in product development, impact on business success, Integrating customer insights into product ideation and development		
III	Problem-Market Fit	4
Definition And Importance Of Problem-Market Fit, Understanding Problem-Market Fit, Case Studies Of Successful And Unsuccessful Market Fits.		
IV	Marketing Strategy Based on Customer Insights	4
Market Segmentation - Segmenting Markets Based On Customer Insights, Tailoring Marketing Messages And Positioning Strategies, Positioning Strategies Based On Market Insight, Developing Effective Messaging And Communication Plans		
V	Measuring Success and Iterative Improvement	4
Evaluating problem-market fit- Key performance indicators (KPIs) - evaluating problem-market fit, Continuous improvement- customer feedback and insights.		

Reference:

1. "Marketing Research: An Applied Orientation" by Naresh K. Malhotra
2. "Customer Discovery Handbook: The Startup's Guide to Building a Successful Business" by Cindy Alvarez
3. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12
C01	2		-	-	-	-	-	-	-	-	-	-
C02	-	2	-	-	-	-	-	-	-	-	-	-
C03	-		-	2	-	-	-	-	-	-	-	-
C04	-	2	-	2	-	-	-	-	-	-	-	-
C05	-	2	-	-	-	2	-	-	-	-	-	-

1- Low

2- Medium

3-High

Subject Code	Subject Title	Lecturer	Theory	Practical	Credit	Type
	ALS- Incubation, Innovation & Start-1up Landscape, Opportunities and Practices in India & merging Economics	4	0	0	6	Theory

Introduction

Innovation economics is new and growing field of economic theory and applied/experimental economics that emphasizes innovation and entrepreneurship. It comprises both the application of any type of innovations, especially technological, but not only, into economic use. In classical economics this is the application of customer new technology into economic use; but also it could refer to the field of innovation and experimental economics that refers the new economic science developments that may be considered innovative.

Course Outcome:

CO1	:	To understand the concept of innovation
CO2	:	To Learn the Market & Economic need identification
CO3	:	To learn & understand the concept of Entrepreneurship
CO4	:	To evaluate the Entrepreneurship in Market Economy
CO5	:	To lean & implement of the Innovation in Market Economy

Module	Title	Hours
I	Introduction to Start-ups and Innovation	12
Introduction – Definition and characteristics of Start-ups – History and Evolution – Innovation and its types – Importance of Innovation in the start-up ecosystem – overview of		

Indian Start-up ecosystem – key sectors and Trends in start-ups – start up hubs and clusters – Start up Initiations.		
II	Government Initiatives and Policies	12
Innovation Mission – Digital India Program – Impact on Start-ups – Taxation and Regulatory Frame work – Role of Incubators and Accelerators – Types of Incubation Models – Resources & Services provided by the Incubators.		
III	Business Models and Marketing Strategies	12
Emerging Models in market – Developing model – Customer Acquisition and Retention – Scaling and Growth Strategies – Market Research Analysis – Brand Building and Positioning – Digital marketing Techniques – Customer Relationship Management.		
IV	Sustainable Development, CSR & Legal Ethical Consideration	12
Sustainability in Business Practices – Corporate Social Responsibility – Environmental and Social Governance – Criteria’s – Green Technologies and Sustainable Innovation – Legal Structure of Business – Intellectual property Rights – Data Privacy and cyber security – Ethics in Business Corporate governance – Ethics and Morality in Business – Ethical Decision making – Building Ethical Corporate Culture.		
V	Financing and Investment Opportunities for Start ups	12
Overview of Financial Markets – Types of Financing – Sources of Financing – Venture Capital and Private Equity – Public Markets and IPO’s – Investment Strategies – Measuring Social and Environmental Impact – government grants and subsidies- funding Platforms		

Text Book :

- "Startup India: An Overview" by A.N. Sinha
- "The Indian Economy: A Macroeconomic Perspective" by Nilanjan Banik

Reference:

1. Emerging Markets Rule: Growth Strategies of the New Global Giants" by Mauro Guillen and Esteban Garcia-Canal
2. "Emerging Markets: Resilience and Growth Amid Global Turmoil" by Otaviano Canuto and Marcelo Giugale

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12
C01	1	2	2	1	3	3	2	2	1	2	3	2
C02	2	1	1	2	3	2	1	2	2	2	3	1
C03	1	2	2	1	2	3	2	1	3	3	3	1
C04	1	1	2	1	2	3	2	1	3	3	3	1
C05	2	1	2	1	2	1	2	1	3	2	3	2

1- Low

2- Medium

3-High

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	CORE VI- Production Planning Resource and Quality Management	3	0	0	3	Theory

Introduction:

This course develops into the critical subject of Production Planning and Control (PPC), equipping you with the knowledge and skills to manage production systems effectively. Through interactive lectures, case studies, and real-world simulations, you will gain a comprehensive understanding of PPC concepts, tools, and strategies to optimize production, minimize costs, and ensure quality in various production environments.

Course Outcome:

On the successful completion of the course the student would be able:

CO1	:	To Understand the fundamental concepts of PPC
CO2	:	To Analyze various forecasting techniques to predict demand and develop accurate production plans
CO3	:	To Apply efficient production schedules, considering factors like lead times, resource availability, and capacity constraints
CO4	:	To evaluate, plan for, and effectively manage various resources (manpower, equipment, materials)
CO5	:	To Create quality in production, implement different quality control tools and techniques (like SPC and inspection).

Module	Title	Hours
I	Introduction to Production Planning and Control	9
Definition production planning and control (PPC)-The objectives of PPC-The relationship between PPC and other business Functions-The different types of production systems-Identify the key factors affecting production planning		

Module	Title	Hours
II	Forecasting and Demand Management	9
Definition to forecasting and its importance in production planning - Different forecasting techniques, including time series analysis, causal methods, and judgmental methods- how to evaluate forecasting Accuracy-Demand management strategies, such as inventory control and price discrimination		
Module	Title	Hours
III	Production Planning and Scheduling	9
Definition to production planning and Scheduling-Discuss the different types of production plans, such as master production schedule, material requirements planning (MRP), and capacity planning-Development and maintenance of a production schedule-Discuss the factors to consider when scheduling production.		
Module	Title	Hours
IV	Resource Management	9
Definition to management and its importance in production planning-Discuss the different types of resources, such as manpower, equipment, and materials-Explain how to plan, allocate, and control resources- the importance of resource utilization and efficiency.		
Module	Title	Hours
V	Quality Management	9
Definition to quality and its importance in production- the different concepts of quality, such as quality control, quality assurance, and total quality management (TQM)- the different quality control tools and techniques, such as statistical process control (SPC), inspection, and testing.		

Textbooks

1. Production Planning and Control: Theory and Practice by Heizer and Render (12th Edition)
2. Production Planning and Control by Vollmann, Berry, and Fogarty (9th Edition)
3. Production Planning and Control by Schroeder (9th Edition)
4. Production Planning and Control: A Practical Approach by Starr and Newbrough (6th Edition)

Mapping of Course Outcomes with Program Outcome

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	1	2	2	1	3	3	2	2	2	1	2	3
C02	2	1	2	1	2	2	2	1	3	2	1	3
C03	1	2	3	2	1	3	3	2	3	2	1	2
C04	1	1	3	2	1	3	3	2	2	1	2	2
C05	2	1	2	1	2	2	3	3	3	2	1	3

1- Low

2- Medium

3-High

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	CORE -VII Venture Growth Planning & Venture Financing	3	0	0	3	Theory

Introduction:

Venture growth planning and venture financing are essential components for startups and emerging businesses to scale and thrive in competitive markets. Venture growth planning involves developing comprehensive strategies to expand market presence, increase revenue streams, and capitalize on growth opportunities.

Course Outcome:

On the successful completion of the course the student would be able:

C01	To understand the Business Model
C02	To analyze the Funding Mechanisms
C03	To implement the Venture Financing
C04	To evaluate the Challenges in Venture Financing
C05	To create Strategic Growth Plans

Module	Title	Hours
I	Introduction	9
Entrepreneurial finance-Principles and role-The successful Venture life cycle-Life cycle stages and the entrepreneurial process-Financing through the venture life cycle.		
Module	Title	Hours
II	Entrepreneurial venturing and financing	9
Venture capital/Private equity-Business angels-types-Business Angels (BAs) Versus Venture Capital-Investment characteristics of business angels and venture capitalists-Business Angel Investment Process-Deal Negotiation and the Deal Agreement.		
Module	Title	Hours
III	Sources of Financing	9
Alternative sources of financing-Bootstrapping-Credit cards-Business loans-Friends and family-Incubators-crowd funding-factoring-venture debt- Grants and Subsidies.		

Module	Title	Hours
IV	Types of Growth Strategies	9
Investment rounds-Friends and family-Micro seed round-Seed round-Series A round-B,C,D investment rounds-Deciding investment amounts and prospects-Needed, realistic and Ideal Investment levels-Identifying prospective investors-Ways to contact investors. Investment Management, Staged Financing, and Exits-Entrepreneur-Investor Relationship-Post Investment Management-Staged Financing-Venture Growth and Scalability-Investment Exits-Exit Options: Trade sale, Management buyout, Financial Sale, Strategic Sale, Initial Public Offering (IPO).		
Module	Title	Hours
V	Institutional Finance to Entrepreneurs in India	9
Institution & Schemes of Govt. of India – NABARD – IDBI – IFCI – ICICI – EXIM Bank – DIC - DRDA – Local banks – Rules – Schemes and Programmes- Training organizations of schemes for entrepreneurs- Incentives and concessions to Entrepreneurs.		

Text Book:

- “Venture Capital and the Finance of Innovation” by Andrew Metrick and Ayako Yasuda

References:

1. Hatten, Timothy S. (2011). Small Business Management: Entrepreneurship and Beyond, Mason: Cengage Learning.
2. Bohoney, Jason. (2011). The Entrepreneurship Toolkit: Successful Approaches to Fostering Entrepreneurship. Washington: Weidemann Associates Inc.
3. Allen, K. R. (2011),“Launching New Ventures: An Entrepreneurial Approach”, 6th Edition. Mason, Ohio: South-Western Cengage Learning.
4. Kuratko, Donald F. Entrepreneurship: (2010) Theory, Process, Practice 9th Edition. Mason, Ohio: South-Western Cengage Learning.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	1	2	3	1	3	1	2	3	3	1	3	1
C02	2	1	2	3	1	3	1	2	2	3	1	3
C03	1	2	1	2	1	1	3	3	3	2	1	1
C04	2	3	3	1	2	3	1	2	1	1	2	3
C05	1	1	3	1	3	1	2	2	2	1	3	1
	1- Low			2-Medium					3-High			

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	ELECTIVE – V Convincing Markets and Investors: Fund Raising, Pitching, And Crowd funding	3	0	0	3	Theory

Introduction:

This course aims to equip students with the knowledge and skills needed to effectively raise funds, pitch to investors, and leverage crowd funding platforms for entrepreneurial ventures. Through a blend of theoretical frameworks and practical applications, students will learn to craft compelling pitches, understand investor psychology, and navigate the various avenues of raising capital.

Course Outcome:

On the successful completion of the course the student would be able to:

CO1	:	To understand the skills to create and deliver effective pitches to investors.
CO2	:	To Analyze the concepts of fundraising and different sources of capital
CO3	:	To Apply the mechanisms and strategies behind successful crowd funding campaigns
CO4	:	To evaluate about Legal and Financial Considerations.
CO5	:	. To Create the investor's perspective and decision-making process.

Module	Title	Hours
I	Fundraising Concept	9
Fundraising: Introduction, Types of funding, Stages of fundraising, importance, financial projections and models, Legal considerations, Business plan and executive summary, Fundraising Strategies, Global fundraising: Challenges and opportunities, Trends in fundraising;		
Module	Title	Hours
II	Investors and Networking strategies	9
Investors: Types, Investor psychology and decision-making process, Networking and Building Investor Relationships, Building a target list of investors, Networking strategies and finding the right connections, Maintaining relationships post-pitch, Leveraging mentors and advisors		

Module	Title	Hours
III	Crowd funding	9
Crowd funding: Introduction, Types, crowd funding platforms, Pros and cons of crowd funding, Crowd funding Campaign: Planning, Executing, Monitoring and adjusting the campaign strategy.		
Module	Title	Hours
IV	Legal and Financial Considerations	9
Legal and Financial Considerations: Legal structure of a start-up, Securities laws and regulations, Intellectual property rights, financial modelling and valuation techniques, Tax implications of fundraising.		
Module	Title	Hours
V	Pitching Concept	9
Pitching: Elements of a compelling pitch, techniques for engaging pitches, creating pitch decks and visual aids, Elevator pitch, Delivering the Pitch, Tailoring the pitch.1		

Text Book

- "The Art of Startup Fundraising" by Alejandro Cremades

References

1. "Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal" by Oren Klaff
2. "Crowdfunding Basics in 30 Minutes" by Michael J. Epstein
3. "Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	1	2	3	1	3	1	2	3	3	1	3	1
C02	2	1	2	3	1	3	1	2	2	3	1	3
C03	1	2	1	2	1	1	3	3	3	2	1	1
C04	2	3	3	1	2	3	1	2	1	1	2	3
C05	1	1	3	1	3	1	2	2	2	1	3	1

1- Low

2-Medium

3-High

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	ELECTIVE- VI Negotiations and Strategic Decision Making in Start ups	3	0	0	3	Theory

Introduction:

Negotiations and strategic decision-making are critical in startups as they significantly influence the company's trajectory and success. Effective negotiation skills enable startup founders to secure favorable terms in funding, partnerships, and contracts, ensuring vital resources and support. Strategic decision-making, on the other hand, involves making informed choices that align with the startup's vision, goals, and market conditions.

Course Outcomes

On the successful completion of the course the student would be able to:

C01	:	To learn key negotiation theories and frameworks.
C02	:	To understand effective negotiation strategies tailored to various start-up scenarios.
C03	:	To analyse the complex stakeholder relationships and manage conflicts effectively.
C04	:	To create implement the analytical tools to support strategic decision-making.
C05	:	To evaluate the ethical considerations in negotiations and strategic decisions.

Module	Title	Hours
I	Negotiation in Start ups	9
Negotiation in Start ups: Definition and importance- Types, negotiation- process and stages. Negotiation Theories and Frameworks - BATNA(Best Alternative to a Negotiated Agreement), ZOPA (Zone of Possible Agreement) -Harvard Negotiation Project model.		
Module	Title	Hours
II	Strategic Decision-Making	9
Scenario planning and contingency strategies- Risk assessment and management -Strategic pivots and innovation management.		
Module	Title	Hours
III	Strategic decision-making frameworks	9

Negotiation Strategies: research and strategy development-Tactics for effective negotiation- Start-ups -Strategic decision-making frameworks: SWOT analysis, Porter’s Five Forces, and Blue Ocean Strategy- Role of data and analytics in decision-making.		
Module	Title	Hours
IV	Ethical Decision-Making	9
Ethical Considerations in Negotiations and Decision-Making- Ethical dilemmas in negotiations,- Corporate social responsibility and ethical decision-making- Building a culture of integrity and trust within a start-up.		
Module	Title	Hours
V	Case Studies	9
Analyzing negotiation and decision-making challenges in start-up- case studies.		

Text Book:

- "The Art of Negotiation: How to Improvise Agreement in a Chaotic World" by Michael Wheeler

References:

1. "Bargaining for Advantage: Negotiation Strategies for Reasonable People" by G. Richard Shell
2. "The Ethical Negotiator: Ethical Dilemmas and Social Norms in Negotiation" by Andrea Kupfer Schneider and Christopher Honeyman
3. "Good Strategy Bad Strategy: The Difference and Why It Matters" by Richard Rumelt

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	3	3	1	1	2	2	1	3	2	1
C02	2	1	3	1	3	2	1	3	2	1	2	2
C03	2	2	3	3	3	2	2	1	1	1	2	3
C04	1	3	1	3	2	1	3	1	2	2	2	3
C05	2	1	2	1	2	3	1	2	3	2	1	3

1- Low

2-Medium

3-High

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	ELECTIVE- VII Urban Innovation Technologies, Practices and Policy for Smart City Development	4	0	0	4	Theory

Introduction:

Urban innovation technologies, practices, and policy play a crucial role in fostering sustainable and inclusive smart city development. With rapid urbanization, cities face various challenges such as congestion, pollution, and resource scarcity. Urban innovation leverages advanced technologies, innovative practices, and effective policy frameworks to address these challenges and improve the quality of life for urban residents.

Course Outcomes

On the successful completion of the course the student would be able:

CO1	:	To learn the core concepts and technologies underpinning smart cities.
CO2	:	To understand the role of data and IOT in enhancing urban infrastructure and services.
CO3	:	To analyse the sustainable urban solutions using innovative technologies
CO4	:	To implement the policies and regulations that support smart city development.
CO5	:	To evaluate the Emerging trends and future technologies in urban innovation.

Module	Title	Hours
I	Introduction to Smart Cities	12
Definition and evolution of smart cities, Key components of smart cities - technology, people, and governance - Global trends and case studies of smart city (Coimbatore) initiatives.		
Module	Title	Hours
II	Urban Innovation Technologies	12
Internet of Things (IOT) and urban sensors- big data analytics and urban informatics -Artificial Intelligence (AI) applications in urban management - Connectivity and smart infrastructure.		
Module	Title	Hours
III	Emerging trends and future technologies	12

In-depth analysis of successful smart city projects globally, Challenges of smart city implementations. Emerging trends and future technologies in urban innovation.		
Module	Title	Hours
IV	Sustainable Practices for Smart Cities	12
Sustainable urban mobility, Smart energy management, Waste management and circular economy practices, green buildings and smart urban design.		
Module	Title	Hours
V	Policy and Governance for Smart City Development	12
Regulatory frameworks and standards for smart cities, Public-private partnerships and stakeholder engagement, Data governance, privacy, and security issues, Policy tools for promoting innovation and sustainability		

Text Book

- "Designing the Urban Future: Smart Cities" by Luca Mora and Mark Deakin

References

1. "Big Data, Smart Cities, and City Planning" by Piyushimita (Vonu) Thakuria, Nebiyou Tilahun, and Moira Zellner
2. "Smart Cities and Smart Governance: Towards the Next Generation of Digital Democracy" by Elsa Estevez and Theresa Pardo
3. "Smart Cities: Applications, Technologies, Standards, and Driving Factors" by Zaigham Mahmood
4. "The Smart City Transformations: The Revolution of the 21st Century" by Amitabh Satyam and Igor Calzada

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	1	3	2	1	1	2	2	3	2	3	3
C02	3	2	1	3	2	3	1	2	1	2	3	3
C03	1	2	3	2	1	3	3	1	3	2	3	1
C04	2	3	1	2	2	1	3	1	3	1	3	2
C05	3	2	1	3	1	3	2	3	2	1	2	3

1- Low

2-Medium

3-High

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	IDC- Intellectual Property Right (IP) Management Strategies	4	0	0	4	Theory

Introduction:

Intellectual Property Rights (IPR) strategies are essential for businesses and innovators to protect their creations, enhance their market position, and drive economic growth. Intellectual Property (IP) Management Strategies encompass the methods and processes used by organizations to handle their intellectual property assets. This includes the creation, protection, exploitation, and enforcement of IP rights to maximize value and competitive advantage.

Course Outcomes:

On the successful completion of the course the student would be able:

C01	:	To learn the fundamentals of intellectual property rights and their importance in the business world.
C02	:	To understand various types of intellectual property and the legal mechanisms available for their protection.
C03	:	To develop strategies for managing intellectual property portfolios within organizations
C04	:	To analyse the role of IP in innovation and competitive strategy.
C05	:	To apply best practices in the commercialization and enforcement of intellectual property rights.

Module	Title	Hours
I	Introduction to Intellectual Property Rights (IPR)	12
Definition and Importance of IPR - Types of Intellectual Property: Patents, Trademarks, Copyrights - Trade Secrets, The Role of IP in Business Strategy - Overview of International IP Systems and Agreements. Case Studies on IP Management in Various Industries		
II	Protection of Intellectual Property	12

Legal Framework for IP Protection - Patent Filing and Prosecution Processes - Trademark Registration and Management - Copyright Registration and Enforcement- Trade Secrets: Identification and Protection Strategies, IP Protection in the Digital Age		
III	IP Portfolio Management	12
Developing an IP Strategy - IP Audits and Due Diligence - IP Valuation Methods -Managing an IP Portfolio -Licensing and Technology Transfer- Case Studies on Effective IP Portfolio Management		
IV	Commercialization of Intellectual Property	12
Strategies for IP Commercialization - Business Models for Monetizing IP- Role of IP in Start-ups and SMEs -Strategic Alliances and Joint Ventures, - Managing IP in Research and Development, Case Studies on IP Commercialization.		
V	Enforcement and Legal Challenges in IP	12
IP Infringement and Enforcement Mechanisms, Litigation and Alternative Dispute Resolution, Cross-Border IP Issues and Challenges, Managing IP Risks and Compliance, IP and Competition Law, Case Studies on IP Enforcement		

Text Book

- Bainbridge, D. (2018). *Intellectual Property*. Pearson Education.

References

1. Bouchoux, D. E. (2020). *Intellectual Property: The Law of Trademarks, Copyrights, Patents, and Trade Secrets*. Cengage Learning.
2. Nard, C. A., Madison, M. J., & McKenna, M. P. (2020). *The Law of Intellectual Property*. Wolters Kluwer.
3. Gordon, W. J., & Bone, R. G. (2019). *Intellectual Property Law: Cases & Materials*. University Casebook Series.
4. Cornish, W. R., Llewelyn, D., & Aplin, T. (2019). *Intellectual Property: Patents, Copyright, Trade Marks, and Allied Rights*. Sweet & Maxwell.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	1	1	1	3	1	3	1	3	1	1	1	1
C02	3	1	3	1	1	1	1	1	3	1	1	3
C03	1	3	3	1	1	1	1	1	1	3	1	3
C04	3	1	1	1	1	3	1	3	1	1	1	3
C05	1	1	3	1	3	1	3	1	1	1	1	1

L- Low

M-Medium

H-High

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	CAPSTONE PROJECT- Business Model Fit And Business Model Innovation	2	0	0	2	Theory

Introduction:

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. 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.

Course Outcomes:

On the successful completion of the course the student would be able:

C01	:	To understand the customer value proposition.
C02	:	Analyze the customer segments.
C03	:	Apply in the cost structure
C04	:	Evaluate about channels of Distribution
C05	:	Create a Business Model framework

Module	Title	Hours
I	Introduction to Business Models	4
Definition and components of a business model - Importance of business model fit in competitive strategy- Tools and frameworks for assessing business model		

Module	Title	Hours
II	Business Model Innovation Frameworks	4
Business Model Innovation -Types of business model innovation - Strategies for exploring new business model opportunities- Case studies on successful and failed business model		
Module	Title	Hours
III	Technology and Business Model Fit	4
Impact of technological advancements on business models- -Adapting business models to changing market demands-Strategies for achieving market fit with business models- Case studies on technology driven business model innovations.		
Module	Title	Hours
IV	Implementing Business Model Innovations	4
Process of implementing and managing business model changes - Measuring success and evaluating outcomes of business model innovations.		
Module	Title	Hours
V	Case Study Analysis	4
In-depth analysis of business model fit and innovation in real-world cases - Group presentations on selected case studies.		

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	-	-	-	-	-	-	-	-	-	-	-
C02	-	2	-	2	-	-	-	-	-	-	-	-
C03	-	-	2	-	-	-	-	-	-	-	-	-
C04	-	-	2	-	-	2	-	-	-	-	-	-
C05	-	-	-	2	-	2	-	-	-	-	-	-

1- Low

2-Medium

3-High

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	CORE – VIII Business Valuation Methods, Financial Investments, & Financial Reporting for Start-ups	4	0	0	4	Theory

Introduction:

A business valuation, also referred to as company valuation, involves assessing the economic value of a business. Throughout this process, every aspect of the business is thoroughly analyzed to establish its overall value, including its individual departments or units. Financial reporting for startups provides a concise overview of the company's profitability or losses within a defined timeframe. Also known as an income statement or profit and loss statement, this report outlines the variance between revenue generated from sales and services rendered and the total expenses incurred.

Course Outcomes:

On the successful completion of the course the student would be able to:

C01	:	To Understand various business valuation methods suitable for start-ups.
C02	:	Analyse financial statements in the context of a start-up environment.
C03	:	To Apply strategic decisions for start-up growth and sustainability.
C04	:	Evaluate the regulatory and compliance requirements for financial reporting.
C05	:	To create different financial investment strategies and their implications for start-ups.

Module	Title	Hours
I	Business Valuation Methods for Start-ups	12

Introduction to Business Valuation - Unique Challenges of Valuing Start-ups- Valuation Methods- Factors Affecting Start-up Valuation- Case Studies on Start-up Valuations.		
Module	Title	Hours
II	Financial Investments in Start-ups	12
Types of Start-up Investments- Investment Stages, Investment Instruments- Evaluating Investment Opportunities- Risk and Return Analysis for Start-up Investments- Case Studies on Financial Investments in Start-ups		
Module	Title	Hours
III	Financial Reporting for Start-ups	12
Introduction to Financial Reporting- Key Financial Statements- Accounting Principles and Standards for Start-ups, Financial Statement Analysis and Interpretation, Importance of Accurate Financial Reporting for Investors and Stakeholders. Case Studies on Financial Reporting in Start-ups		
Module	Title	Hours
IV	Regulatory and Compliance Requirements	12
Overview of Regulatory Environment for Start-ups -Compliance Requirements, Sarbanes-Oxley Act and Its Implications for Start-ups, Tax Reporting and Compliance- Best Practices for Maintaining Compliance - Case Studies on Regulatory Challenges Faced by Start-ups		
Module	Title	Hours
V	Strategic Financial Management for Start-ups	12
Financial Planning and Forecasting- Cash Flow Management -Cost Management and Control- Fundraising Strategies and Financial Structuring, Exit Strategies: IPO, M&A, and Strategic Partnerships. Case Studies on Financial Management in Start-ups.		

Text Book

- Damodaran, A. "Investment Valuation: Tools and Techniques for Determining the Value of Any Asset".

References:

1. Pratt S. P., & Niculita A. "Valuing a Business: The Analysis and Appraisal of Closely Held Companies".
2. Tracy, J. A., & Tracy, T. "Small Business Financial Management Kit for Dummies".

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	1	2	1	3	1	3	1	3	1	2	1
C02	2	3	3	2	3	1	2	3	3	3	3	2
C03	1	1	2	3	1	2	3	2	1	1	2	3
C04	3	2	3	1	3	2	1	2	3	2	3	1
C05	3	1	2	2	3	1	2	3	2	1	2	1

1- Low

2-Medium

3-High

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	ELECTIVE - VIII Eco-Innovation and Sustainable Entrepreneurship Practices Worldwide	4	0	0	4	Theory

Introduction:

Sustainable business practices are at the core of eco-entrepreneurship. As part of reducing waste, minimizing energy consumption, sourcing materials responsibly, and designing products and services to last and be recyclable, this also includes minimizing waste and energy consumption

Course Outcomes:

On the successful completion of the course the student would be able:

C01	:	To understand the implications of Start-up Eco System and its various components.
C02	:	To make students to analyze of good use of Start-up Eco system for his/her own benefit.
C03	:	To apply the map of the ecosystem by creating an ecosystem canvas.
C04	:	To competitive Analysis of Indian Ecosystem with other International Ecosystems within students.
C05	:	To create start up Eco system

Module	Title	Hours
I	Introduction to Start-up Eco System and landscape	12
Eco-system- Meaning, Concepts of eco system, Start-up Eco System - various components of Start-up Eco System - components affect, History, Growth and current landscape of Start-ups globally		

and in India. Case studies.		
Module	Title	Hours
II	Start-up Eco-system Enablers	12
Government Policies & Role of Government as Facilitator, Incubators; definition, role and performance, Accelerators; definition, role and performance, Mentors; definition, role and relevance, Research and Knowledge Institutes; role and current status, Co-Working Spaces. Funding Players; role and current status, Indian and International Eco system, Gaps to be Filled in the Indian Ecosystem. Case studies		
Module	Title	Hours
III	Funding & Investment Trends	12
Funding by and Investment trends in Seed/Angel Funding, Venture Funding. Case studies.		
Module	Title	Hours
IV	Ecosystem Mapping	12
Mapping of an Ecosystem - creating an Ecosystem Canvas- Basics of Ecosystem Canvassing and ho Regional Mapping, Country Mapping, City aping, International Mapping and Govt Policy Mapping.		
Module	Title	Hours
V	Vertical/Technology Insights	12
Focus Sector Areas; Enterprise Software, Fin Tech, Marketplace, Health Tech, Ed Tech& Others Case studies. ABL: The Class would be divided into groups/ teams. Each group/team will pick up an Existing Company belonging to a different Sector and create a complete Idea Canvas, Sector Canvas, Ecosystem Map, Regulatory Map, and of why/how the company succeeded or failed in making full use of the ecosystem around it.		

Text Book:

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. Feld, Brad (2012). Startup Communities: Building an Entrepreneurial Ecosystem in Your City.

Reference Books :

1. INDIAN TECH START-UP ECOSYSTEM 2018: Approaching Escape Velocity

https://www.nasscom.in/system/files/secure-pdf/Indian_Start-up_Ecosystem_2018-Final_Report.pdf

2. Start-up Eco System in India – Growing or Matured.

<https://home.kpmg/in/en/home/insights/2019/01/startup-landscape-ecosystem-growing-mature.html>

3. Poornima C (2018), Entrepreneurship Development and Small Business Enterprises, Pearson Education, Noida.

4. Blokdyk, Gerardus (2019). Start-up Ecosystem a Complete Guide.

5. Nanda Kumar K (2018), Start-up Fundamentals: An Introductory Guide to Registering a Startup in India, Fundraising, Taxation, Marketing and Sales, Vasudha Publishers, Chennai.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
C01	1	2	3	1	2	3	1	3	2	3	1	2
C02	2	3	1	3	2	3	1	2	2	1	3	2
C03	3	1	1	2	3	1	3	2	1	1	2	3
C04	1	1	2	3	1	2	1	3	1	2	3	1
C05	2	3	2	1	3	2	3	1	2	2	1	3

1- Low

2-Medium

3-High

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	IDC- Innovation, Social Enterprise, and Sustainability	4	0	0	4	Theory

Introduction:

The convergence of innovation, social enterprise, and sustainability stands as a pivotal focus area. This intersection plays a crucial role in tackling global challenges and fostering enduring positive outcomes. Innovation propels advancement and opens doors to new opportunities. Social enterprises apply business principles to address societal issues. Meanwhile, sustainability ensures the longevity of these solutions, benefiting current and future generations alike.

Course Outcomes:

On the successful completion of the course the student would be able:

C01	:	To learn the key concepts of innovation, social enterprise, and sustainability
C02	:	To understand the role of social enterprises in addressing social and environmental issues.
C03	:	To analyse innovative solutions for sustainable development
C04	:	To develop and implement strategies for scaling social impact
C05	:	To evaluate strategies for scaling social enterprises and enhancing their sustainability impact

Module	Title	Hours
I	Foundations of Innovation and Social Enterprise	12
Definition and Scope of Social Enterprise- Types of Social Enterprises- The Role of Innovation in Social Enterprise- Social Entrepreneurship vs. Traditional Entrepreneurship, Key Characteristics		

of Successful Social Entrepreneurs, Case Studies of Pioneering Social Enterprises.		
Module	Title	Hours
II	Innovation Strategies for Social Enterprises	12
Sources of Innovation- Design Thinking and Human-Centered Design, Lean Start-up Methodology for Social Enterprises - Open Innovation and Collaborative Approaches- Technology and Digital Innovations in Social Enterprises, Case Studies on Innovative Social Enterprises		
Module	Title	Hours
III	Sustainable Development and Social Impact	12
Sustainable Development Goals (SDGs),-Measuring Social Impact- Impact Investing and Funding Social Enterprises- Role of Corporate Social Responsibility (CSR) in Social Enterprises, Case Studies on Social Impact Assessment.		
Module	Title	Hours
IV	Scaling and Sustaining Social Enterprises	12
Strategies for Scaling Social Impact, Business Models for Social Enterprises, Partnerships and Networks for Scaling, Financial Sustainability and Revenue Models, Challenges and Solutions in Scaling Social Enterprises, Case Studies on Successfully Scaled Social Enterprises.		
Module	Title	Hours
V	Policy, Ethics, and Future Trends	12
Regulatory Environment for Social Enterprises, Ethical Issues in Social Entrepreneurship, Role of Government and Policy in Promoting Social Innovation, Future Trends in Social Enterprise and Sustainability, Innovations in Policy and Governance for Sustainable Development. Case Studies on Policy Impact and Ethical Considerations		

Text Book

- Nicholls, A. (2006). *Social Entrepreneurship: New Models of Sustainable Social Change*.

Reference

- Dees, J. G., Emerson, J., & Economy, P. (2001). *Enterprising Nonprofits: A Toolkit for Social Entrepreneurs*. Wiley.
- Bornstein, D., & Davis, S. (2010). *Social Entrepreneurship: What Everyone Needs to Know*. Oxford University Press.
- Elkington, J., & Hartigan, P. (2008). *The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World*. Harvard Business Review Press.

4. Mulgan, G. (2006). *The Process of Social Innovation*. Innovations: Technology, Governance, Globalization.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	1	2	1	3	2	3	3	1	1	2	3
C02	3	3	1	3	1	2	1	2	2	1	3	3
C03	1	2	3	3	3	2	2	1	2	1	2	2
C04	3	1	3	2	1	3	1	2	2	3	1	2
C05	2	2	1	3	3	2	3	1	1	2	2	3

1- Low

2-Medium

3-High

Subject code	Subject title	Lecture	Theory	Practical	Credit	Type
	ALS- Real Time Venture Establishment and Management in Incubation/Acceleration.	12	0	0	12	Theory

Introduction:

Real Time Venture Establishment requires operational actions and decisions. It requires managerial skills of coordination with the various agencies. Project management skills are required. There is lead time from planning to implementation stage. Close monitoring has to be made to see that the venture establishment is as per the plan. Delay will increase the cost and have impact on the finances of the firm. Venture management is a business management practice that focuses on being both innovative and challenging in the realm of introducing what could be a completely new product or entering a promising newly emerging market.

Course Outcomes:

On the successful completion of the course the student would be able:

C01	:	To decide the name of the enterprise and the ownership pattern
C02	:	To originate the registration of the firm
C03	:	To examine the financing the venture and recruitment of people.
C04	:	To choose the channels of distribution.
C05	:	To decide the commencement of business.

Module	Title	Hours
	Suggested contents	
<ul style="list-style-type: none"> • Selection of the Name of the enterprise • Deciding on the ownership pattern — sole proprietor, partnership, private or public limited company and limited liability partnership • Registration of the firm • Preparation of business plan and project report • Deciding on the product mix and markets to serve • Raising of finance • Recruitment of people • Deciding on the channel of distribution • Hiring or construction of building • Ordering and installation of machinery • Sources of raw materials to be finalized and purchases made. • Commencement of production 		

Mode of Evaluation: Periodic reviews, Presentations, Final viva

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	-	-	-	-		-	-	-	-	-	-
C02	-	-	2	-	-	-	-	-	-	-	-	-
C03	-	-	-	2	2	-	-	-	-	-	-	-
C04	-	-	-	2	-	2	-	-	-	-	-	-
C05	-	-	-	-	-	2	-	-	-	-	-	-

1- Low

2-Medium

3-High