



ROHINI

COLLEGE OF ENGINEERING & TECHNOLOGY **(AUTONOMOUS)**

Approved By AICTE & Affiliated to Anna University

NBA Accredited for All Eligible B.E/B.Tech Programs | NAAC Accredited with A+ Grade

Near Anjugramam - Kanyakumari Main Road, Palkulam, Variyoor P.O.-629401, Kanyakumari Dist, Tamil Nadu.

MINOR COURSE

CURRICULUM & SYLLABUS

INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

(2024-2025 Admitted Students Onwards)

CREDIT INFO		
Sl. No	Category	Credits
1	Minor Courses	18

CREDIT DISTRIBUTION

Course Category	Credit/Semester								No. of Credits
	I	II	III	IV	V	VI	VII	VIII	
Minor Courses	-	-	-	-	6	6	6	-	18

MINOR COURSE INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

S.No.	Course Code	Course Title		Category	L	T	P	C
1	24IE501	Basics of Entrepreneurship		PCC	3	0	2	3
2	24IE502	Creativity and Innovation		PCC	3	0	0	3
3	24IE601	Understanding Design Thinking		PCC	3	0	0	3
4	24IE602	New Product Development and Commercialization		PCC	3	0	0	3
5	24IE701	Building a Start-Up		PCC	3	0	0	3
6	24IE702	Venture Development		PCC	3	0	0	3
				TOTAL				18

Course Code:	24IE501	Course Title:	BASICS OF ENTREPRENEURSHIP
Credits:	3	L –T –P	3-0-0
Course objectives: To equip and develop the learner's entrepreneurial skills and qualities essential to undertake business. To impart the learner's entrepreneurial competencies efficiently and effectively. To acquire knowledge about innovation models and apply appropriately in business practice To enhance the ability of resource mobilization to launch a business To acquire knowledge about evaluating and monitoring of business effectiveness.			
Teaching-Learning Process: Suggested strategies that teachers may use to effectively achieve the course outcomes: 1. Interactive Simulations 2. Blended Mode of Learning 3. Experiential Learning 4. NPTEL and Other Videos 5. Smart Class Room 6. Flipped Class			

UNIT I–INTRODUCTION TO ENTREPRENEURSHIP	3
Entrepreneurship concept –Entrepreneurship as a Career –Entrepreneurial Personality – Characteristics of Successful Entrepreneurs–Knowledge and Skills of an Entrepreneur. Entrepreneurial mind-set -Real time success story.	
UNIT II–UNDERSTANDING BUSINESS ENVIRONMENT	3
Business Environment -Industry, market analysis, competition analysis – Role of Family and Society - Entrepreneurship Development Training, government & Other Support Organizational Services -Tools for Business environmental analysis- PESTLE, SWOT, TOWS, ETOP, QUEST.	
UNITIII–BUSINESS PLAN PREPARATION	3
Sources of Product for Business–Prefeasibility Study- Types of feasibility study–Criteria for Selection of Product– Ownership–Capital Budgeting–Project Profile Preparation–Matching Entrepreneur with the Project Feasibility Report Preparation and the Evaluation Criteria.	
UNITIV– LAUNCHING OF SMALL BUSINESS	3
Finance and Human Resource Mobilization –Operations Planning –Market and Channel Selection–Growth Strategies–Product Launching–Overview about Incubation, Venture capital, insight about how incubation supports a Start – up.	

UNITV-MANAGEMENT OF SMALL BUSINESS	3
Monitoring and Evaluation of Business–Business Sickness–Prevention and Rehabilitation of Business Units – Effective Management of small Business –Case Studies, real time success stories.	

COURSE OUTCOME

CO1	Relate the knowledge acquired about radical and disruptive innovation models of innovation in business practice.	K2
CO2	Choose a business venture after analyzing the entrepreneurial environment.	K3
CO3	Prepare business plans and feasible reports.	K3
CO4	Create and choose the ways of launching a business venture with required resource mobilization.	K2
CO5	Infer the effectiveness of business through evaluation and monitors growth and development.	K4

CO 's & PO's mapping

Cos	Pos						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	1	-	-	-	-
CO2	3	2	2	-	2	1	-
CO3	1	2	1	-	-	-	-
CO4	1	1	1	1	1	1	1
CO5	2	2	2	1	2	1	-

Scheme of Evaluation:

Component	Type of assessment	Max Mar k s	Reduce d Marks	Total	Final mark s
Continuous Internal	CIE-I	100	50		
	CIE-II	100			

Examination (CIE) – Theory	MCQ	20	10	100	40
	Skill Assessment-I	40	40		
	Skill Assessment-II	40			
End Semester Examination (ESE)	Theory Exam	100	60	60	60
Total					100

End semester Examination: (QP PATTERN)

Each unit consists of two 2marks questions and five (either or) 12marks question as one from each unit. All the sixteen-mark questions have to be answered.

Assessment Pattern:

Bloom's Category	Continuous Internal Examination		End Semester Examination
	1	2	
Remember	10	10	10
Understand	10	10	10
Apply	48	80	64
Analyze	32	-	16
Evaluate	-	-	-
Create	-	-	-

Skill Based Activity:

- 1.Preparation of a PESTLE analysis for a new business venture of any sector in the student locality.
- 2.Preparation of a SWOT analysis and TOWS matrix for identifying the top three important strategies and action plans for that business.
3. Preparation of a detailed business plan for the business .

Text Books on Entrepreneurship:

S.S. Khanka, Entrepreneurial Development, S. Chand and Company Limited, New Delhi, 2016.

Reference Books:

1. Rousing Creativity: Think New Now Floyd Hurt, ISBN 1560525479, Crisp Publications Inc. 1999.
2. Geoffrey Petty, "How to be better at Creativity", The Industrial Society 2012.
3. Clayton M. Christensen Michael E. Raynor, "The Innovator's Solution", Harvard Business School Press Boston, USA, 2007.
4. Semyon D. Savransky, "Engineering of Creativity–TRIZ", CRC Press New York USA, 1st edition 2000.
5. CSG Krishnama charyalu, Lalitha R Innovation management, Himalaya Publishing House 2013.
6. R.D. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.
7. Rajeev Roy, Entrepreneurship, Oxford University Press, 2nd Edition, 2011.
8. Donald F Kuratko, T.V. Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.
9. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH, 2006.
10. Arya Kumar. Entrepreneurship, Pearson, 2012.
11. Prasanna Chandra, Projects–Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8 editions, 2017.

Web Links and Video Lectures (E-Resources):

1. Entrepreneurship -An introduction https://youtu.be/Hgj_kRrvbhQ?t=17
2. Innovation business model an Entrepreneurship <https://youtu.be/9BXq3gcLSMs?t=8>
- 32 Business plan and feasibility https://youtu.be/o_5FtfzX9Is

Course Code:	24IE502	Course Title:	CREATIVITY AND INNOVATION
Credits:	3	L –T –P	3-0-0
Course objectives: To equip and develop the learner's entrepreneurial skills and qualities essential to undertake business. To impart the learner's entrepreneurial competencies needed for managing business efficiently and effectively. To acquire knowledge about innovation models and apply appropriately in business practice To enhance the ability of resource mobilization to launch a business To acquire knowledge about evaluating and monitoring of business effectiveness.			

Teaching-Learning Process:

Suggested strategies that teachers may use to effectively achieve the course outcomes:

1. Interactive Simulations
2. Blended Mode of Learning
3. Experiential Learning
4. NPTEL and Other Videos
5. Smart Class Room
6. Flipped Class

UNIT I–NATURE OF CREATIVITY	3
Definition, Nature of Creativity: Person, Process, Product and Environment nature. Creativity Vs Invention Vs Innovation, Role of creativity in Engineering and technology, Four P's of creativity	
UNIT II–BASIC PRINCIPLES OF CREATIVITY	3
Methods and tools for Directed Creativity–SCAMPER, Reverse engineering, mind mapping, DISRUPT, Brainstorming techniques of creativity. Overview of design thinking- Overview of divergent thinking and convergent thinking.	
UNIT III–CREATIVE MINDSET	3
Basic Principles–Tools that prepare the mind for creative thought–stimulation–Development and Actions. Importance in design, problem-solving, and R&D Case studies: Indian engineering innovations.	
UNIT IV– CREATIVITY PROCESS	3
Process in creativity ICEDIP Inspiration, Clarification, Distillation, Perspiration, Evaluation and incubation Creativity and Motivation the Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.	
UNIT V–INNOVATION	3
Innovation-radical Vs evolutionary, –The essential factors–Innovator's Solution-Disruptive Innovation model–Segmentation Models–New market disruption–Managing the Strategy Development Process – Entrepreneurial Tools for Creativity and Innovation.	

COURSE OUTCOME

CO1	Understand the concept and importance of creativity in Engineering and problem-solving	K2
CO2	Explore different approaches, techniques, and frameworks for creative thinking.	K3
CO3	Develop skills to apply creativity in academic, professional and real-world engineering contexts.	K3
CO4	Encourage innovation, design thinking, and entrepreneurial mindset.	K2
CO5	Relate the knowledge acquired about radical and disruptive innovation models of innovation in business practice.	K4

CO 's & PO's mapping

Cos	Pos						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	1	-	-	-	-
CO2	2	2	2	-	1	1	-
CO3	1	2	1	-	-	-	-
CO4	1	1	1	1	1	1	1
CO5	2	2	2	1	2	1	-

Scheme of Evaluation:

Component	Type of assessment	Max Mar k s	Reduce d Marks	Total	Final mark s
Continuous Internal Examination (CIE) – Theory	CIE–I	100	50	100	40
	CIE–II	100			
	MCQ	20	10		
	Skill Assessment-I	40	40		
	Skill Assessment-II	40			
End Semester Examination (ESE)	Theory Exam	100	60	60	60
Total					100

End semester Examination: (QP PATTERN)

Each unit consists of two 2marks questions and five (either or) 12marks question as one

from each unit. All the sixteen-mark questions have to be answered.

Assessment Pattern:

Bloom's Category	Continuous Internal Examination		End Semester Examination
	1	2	
Remember	10	10	10
Understand	10	10	10
Apply	48	80	64
Analyze	32	-	16
Evaluate	-	-	-
Create	-	-	-

Skill Based Activity

1. Prepare a worksheet using pictures of different objects and ask the students to SCAMPER- Substitute, Combine, Adopt, Modify, put for another Use, Eliminate and re-use any other products or things instead of the object given in the picture.
2. Prepare a worksheet using picture of different objects and participants have to work on the word - DISRUPT- Derive, Include, Separate, Repurpose, Unite, Personalize and Transplant

Text Books on Entrepreneurship: S.S. Khanka, Entrepreneurial Development, S. Chand and Company Limited, New Delhi, 2016.

Reference Books:

1. Rousing Creativity: Think New Now Floyd Hurt, ISBN 1560525479, Crisp Publications Inc. 1999.
2. Geoffrey Petty, "How to be better at Creativity", The Industrial Society 2012.
3. Clayton M. Christensen Michael E. Raynor, "The Innovator's Solution", Harvard Business School Press Boston, USA, 2007.
4. Semyon D. Savransky, "Engineering of Creativity-TRIZ", CRC Press New York USA, 1st edition 2000.
5. CSG Krishnamacharya, Lalitha R Innovation management, Himalaya Publishing House
6. R.D. Hisrich, Entrepreneurship, Tata Mc Graw Hill, New Delhi, 2018.

Web Links and Video Lectures (E-Resources):

1. Entrepreneurship - An introduction https://youtu.be/Hgj_kRrvbhQ?t=172.. Innovation business model an Entrepreneurship Ms?t=8 Business plan and feasibility https://youtu.be/o_5FtfzX9Is

Course Code:	24IE601	Course Title:	UNDERSTANDING DESIGN THINKING
Credits:	3	L –T –P	3-0-0
Course objectives: 1. Understand the foundational principles of Design Thinking and People-Centered Design. 2. Identify and frame real-world problems through user observation, research and empathy. 3. Generate insights from user data to develop meaningful design opportunities.			
Teaching-Learning Process: Suggested strategies that teachers may use to effectively achieve the course outcomes: 1. Interactive Simulations 2. Blended Mode of Learning 3. Experiential Learning 4. NPTEL and Other Videos 5. Smart Class Room 6. Flipped Class			

UNIT-I INTRODUCTION AND PROBLEM DISCOVERY	3
Introduction to Design Thinking – Foundations and principles of design thinking Importance of empathy -Empathy map Canvas-Differentiating traditional design from design thinking approaches-The Need to be People Centered – People Centered Design Methodology-Examine and Reflect on the Problem-Reconsider and arrive-at the right Problem to solve.	
UNIT-II RESEARCH AND ANALYSIS	3
Research with Users and their Contexts - Question Framing and Conducting Research - User Stories and Themes – Personas - Insight Statements, ‘How Might We’ Questions, Design Strategy Statement. - Observation techniques and ethnographic studies - Understanding customer needs and insights -Empathy mapping and journey mapping	
UNITIII-CONCEPTING AND BUILDING	3
Generating Ideas-Top Five Ideas-Bundle Ideas and Create a Concept-Scenarios and Story boards - Rapid Prototyping- Brainstorming and visual thinking-Concept generation methodologies-Reframing existing problems and breaking patterns-Storytelling, scenario planning, and improvisation- Opportunity identification and market analysis-Sustainable product design, ergonomics, and semantics- Developing business models and entrepreneurship concepts	
UNIT IV-TESTING, REFINING AND PITCHING	3
Concept of Testing a Design with People & Importance of Testing with People- - Concept of Conducting the Usability Test -Record Results, Enhance, Retest and Refine Design – Creating a Pitch for a Design- Principles of prototyping and experimentation-Low-fidelity and high-fidelity prototypes- Minimum viable product (MVP) development and testing	

UNIT V–ADVANCED APPLICATIONS OF DESIGN THINKING & PEOPLE – CENTRED DESIGN	3
Systems Thinking in Design - Designing for Diversity, Inclusion & Accessibility - Ethics in People-Centered Design - Strategic Design & Innovation Management - Evaluation Metrics & Impact Assessment- Forming effective design teams--Conducting workshops and collaborative exercises-Using diagrams and maps to combine ideas into complex solutions-Communication frameworks to reduce bias and enhance innovation culture	

COURSE OUTCOME

CO1	Demonstrate understanding of design thinking concepts Explain principles, processes and models of design thinking and people-centered design.	K2
CO2	Conduct user research and problem framing Use observation, interviews, user stories and personas to correctly identify and define user-centered problems.	K3
CO3	Generate insights and innovative design ideas Transform research findings into actionable insights, “How Might We” questions and concept proposals.	K3
CO4	Develop prototypes and evaluate solutions Create low-/high-fidelity prototypes, conduct ability testing and refine solutions based on user feedback	K2
CO5	Apply inclusivity, ethics and system thinking in design Incorporate accessibility, sustainability, stakeholder needs and ethical considerations into design solutions.	K4

CO's & PO's mapping

Cos	Pos						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	1	1	-	-	-	-
CO2	2	1	2	-	1	2	-
CO3	2	2	1	-	-	-	-
CO4	1	1	1	1	1	1	1
CO5	2	1	2	1	2	1	-

Scheme of Evaluation:

Component	Type of assessment	Max Mar k s	Reduce d Marks	Total	Final mark s
Continuous Internal Examination (CIE) – Theory	CIE–I	100	50	100	40
	CIE–II	100			
	MCQ	20	10		
	Skill Assessment-I	40	40		
	Skill Assessment-II	40			
End Semester Examination (ESE)	Theory Exam	100	60	60	60
Total					100

End semester Examination: (QP PATTERN)

Each unit consists of two 2marks questions and five (either or) 12marks question as one from each unit. All the sixteen-mark questions have to be answered.

Assessment Pattern:

Bloom's Category	Continuous Internal Examination		End Semester Examination
	1	2	
Remember	10	10	10
Understand	10	10	10
Apply	48	80	64
Analyze	32	-	16
Evaluate	-	-	-
Create	-	-	-

Skill based activity:

1. Brain storming session on problem statements related to business environment in any industry in the nearby locality.
2. Worksheet on Empathy Canvas Moel.

Text Books on Entrepreneurship:

1. Chirstian Muller Roterberg ,Hand book of Design Thinking–Tips & tools for how to design thinking
2. Designing for growth By Jeandee Liedtka andTim

Reference Books:

1. StevenFisher,Ja-nae'Duane,TheStartupEquation-AVisualGuidebookfor Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
2. How design thinking transforms organizations and inspires innovation by Tim Brown.

Johnny Schneider “Understanding Design thinking, Lean &Agile“,O'Reilly Media , 2017

Web Links and Video Lectures (E-Resources):

1. <http://nptel.ac.in>
2. <https://swayam.gov.in>

Course Code:	24IE602	Course Title:	NEW PRODUCT DEVELOPMENT AND COMMERCIALIZATION
Credits:	3	L –T –P	3-0-0

Course objectives:

- 1.1. To provide fundamental knowledge of innovation frameworks, technology landscapes, and disciplined approaches for generating commercially viable product ideas.
2. To develop the ability to conduct customer research, identify market needs, and translate them into clear product requirements using NPD methodologies.
3. To equip learners with skills in designing, developing, and forecasting new products using design thinking, prototyping, and product-life-cycle tools.
4. To enable students to understand commercialization strategies, IP management, and innovation leadership required to bring new products successfully to market.

OBSERVE OPTIMIZE OUTSPREAD

Teaching-Learning Process:

Suggested strategies that teachers may use to effectively achieve the course outcomes:

1. Interactive Simulations
2. Blended Mode of Learning
3. Experiential Learning
4. NPTEL and Other Videos
5. Smart Class Room
6. Flipped Class

UNIT-I INTRODUCTION	3
Introduction to Disciplined Innovation - Technology Landscape & Commercialization Approaches - Global Technology Landscape - 'Problem Pull' vs. 'Technology Push' – Understanding Product Platforms-The Idea Generation process-Creating Customer Value Proposition-Lean Product Process	
UNIT-II CUSTOMER RESEARCH & REQUIREMENTS	3
Introduction to New Product Development (NPD) Process - Opportunity Identification & Idea Generation - Idea Screening & Concept Development - Customer Research & Requirements Gathering-Design Thinking & Product Conceptualization-Product Testing, Launch & Post- Launch Evaluation.	
UNIT III-NEW PRODUCT DEVELOPMENT/DESIGN	3
Introduction to New Product Forecasting Techniques-Diffusion process and Product Life Cycle -Technology Adoption Life Cycle and Crossing the Chasm-Managing New Products in Large Organizations-Converting ideas into concrete products—design thinking, development workflows, prototyping frameworks.	
UNIT IV-COMMERCIALIZATION & MARKET STRATEGY	3
Introduction to the Stage Gate model -The Business Model Canvas - Introduction to Intellectual Property Rights -Taking the Product to the Market - Deployment Strategies - Planning go-to-market strategies, assessing viability and market fit, commercial readiness.	
UNIT V-INNOVATION LEADERSHIP & MANAGEMENT	3
Managing the process of innovation/technology commercialization: IP, team-building, decision frameworks leadership. Commercial Go-to-Market Essentials - Idea to Revenue: A Commercialization Toolkit -Building Commercially Viable Products.	

COURSE OUTCOME

CO1	Explain innovation processes, technology trends, and key principles of disciplined innovation and idea generation.	K2
CO2	Apply customer research techniques to identify opportunities, define product specifications, and develop viable product concepts.	K3
CO3	Design and evaluate new products using forecasting models, design thinking processes, prototyping tools, and product-life-cycle analysis.	K3



OBSERVE OPTIMIZE OUTSPREAD

CO4	Develop commercialization plans, including IP strategies, business models, go-to-market strategies, and organizational approaches for innovation leadership.	K2
CO5	Apply principles of innovation and technology commercialization, including intellectual property management, team-building, decision frameworks, and go-to-market strategies, to develop commercially viable products and create actionable commercialization plans.	K4

CO's & PO's mapping

Cos	Pos						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	1	-	-	-	-
CO2	2	1	-	-	1	1	-
CO3	1	2	1	-	-	-	-
CO4	2	1	1	1	1	1	1
CO5	2	2	2	1	1	1	-

Scheme of Evaluation:

Component	Type of assessment	Max Mar k s	Reduce d Marks	Total	Final mark s
Continuous Internal Examination (CIE) – Theory	CIE-I	100	50	100	40
	CIE-II	100			
	MCQ	20	10		
	Skill Assessment-I	40	40		
	Skill Assessment-II	40			
End Semester Examination	Theory Exam	100	60	60	60
Total					100

OBSERVE OPTIMIZE OUTSPREAD

End semester Examination: (QP PATTERN)

Each unit consists of two 2marks questions and five (either or) 12marks question as one from each unit. All the sixteen-mark questions have to be answered.

Assessment Pattern:

Bloom's Category	Continuous Internal Examination		End Semester Examination
	1	2	
Remember	10	10	10
Understand	10	10	10
Apply	48	80	64
Analyze	32	-	16
Evaluate	-	-	-
Create	-	-	-

Skill based Activity:

1.Preparation of the Business Canvas Model and the 9 parameters of a business start-up.

Text Books & Reference Books:

1. "Inspired: How to Create Tech Products Customers Love "by Marty Cagan,
2. The Lean Startup "by Eric Ries
3. "The Lean Product Play book" by Dan Olsen
4. Chirstian Muller Roterberg, Handbook of Design Thinking–Tips& tools for how to design thinking
5. Product Development by Anoop Desai.
6. New Products Management C. Merle Crawford & Anthony Di Benedetto Mc Graw Hill 12 edition 2025
7. The PDMA Handbook of Innovation and New Product Development Ludwig Bstieler, Charles H. Noble (Product Development & Management Association) 4th Edition, 2023
8. Inspired: How to Create Tech Products Customers Love- by Marty Cagan 2nd Edition, 2018
9. The Startup Owner's Manual by Steve Blank 2012

Web Links and Video Lectures (E-Resources):

1. <http://nptel.ac.in>
2. <https://swayam.gov.in>

Course Code:	24IE701	Course Title:	BUILDING A START-UP
Credits:	3	L –T –P	3-0-0
Course objectives: To Understand the fundamentals of entrepreneurship and startup ecosystems. To Develop skills to identify, validate, and refine business ideas. To Learn practical aspects of startup building: finance, marketing, operations and scaling. To Gain exposure to Indian startup case studies and global best practices. To Prepare students to pitch their start up ideas to investors or incubators.			

Teaching-Learning Process: Suggested strategies that teachers may use to effectively achieve the course outcomes: 1. Interactive Simulations 2. Blended Mode of Learning 3. Experiential Learning 4. NPTEL and Other Videos 5. Smart Class Room 6. Flipped Class

UNIT I–INTRODUCTION TO STARTUPS	3
Definition, types of startups, Indian start up ecosystem, role of innovation and Organizational structure, culture, leadership, ethics, Investor pitch, storytelling, elevator pitch. Practical Component- Group activity SCAMPER exercise	
UNIT II–IDEATION & OPPORTUNITY RECOGNITION	3
Design thinking, problem identification, opportunity mapping, Growth hacking, international trade basics-Practical Component -Empathy mapping worksheet	
UNIT III–MARKET RESEARCH & VALIDATION	3
Customer discovery, surveys, MVP concept, Agile methods, prototyping, no-code tool Practical component - Reverse Engineering and lateral thinking worksheets	
UNIT IV– BUSINESS MODELS	3
Lean Canvas, revenue models, subscription Vs freemium, Digital marketing, social media, customer acquisition cost (CAC), lifetime value (LTV) Practical Component-Business Lean Canvas model preparation	
UNIT V–LEGAL & INSTITUTIONAL FRAMEWORK	3

Overview of startup Indian policies, company registration, IPR types- compliance- procedures and statutory requirements –Indian unicorns, success and learning from failures, ethical dilemmas - Idea Pitching , prototyping new product for IPR.

COURSE OUTCOME

CO1	Understand the fundamentals of entrepreneurship and startup ecosystems.	K2
CO2	Develop skills to identify, validate, and refine business ideas.	K3
CO3	Learn practical aspects of startup building: finance, marketing, operations and scaling.	K3
CO4	Gain exposure to Indian startup case studies and global best practices.	K2
CO5	Prepare students to pitch their startup ideas to investors or incubators.	K4

-CO's & PO's mapping

Cos	Pos						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	1	1	-	-	-	-
CO2	1	2	2	-	2	1	-
CO3	2	1	1	-	-	-	-
CO4	2	1	1	1	1	1	1
CO5	1	2	1	1	2	1	-

Scheme of Evaluation:

Component	Type of assessment	Max Marks	Reduced Marks	Total	Final marks
Continuous Internal Examination (CIE) – Theory	CIE-I	100	50	100	40
	CIE-II	100			
	MCQ	20	10		

	Skill Assessment-I	40	40		
	Skill Assessment-II	40			
End Semester Examination (ESE)	Theory Exam	100	60	60	60
Total					100

End semester Examination: (QP PATTERN)

Each unit consists of two 2marks questions and five (either or) 12marks question as one from each unit. All the sixteen-mark questions have to be answered.

Assessment Pattern:

Bloom's Category	Continuous Internal Examination		End Semester Examination
	1	2	
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Understand	10	10	10
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Reference Books:

1. Rousing Creativity: Think New Now Floyd Hurt, ISBN 1560525479, Crisp Publications Inc. 1999.
2. Geoffrey Petty, "How to be better at Creativity", The Industrial Society 2012.
3. Clayton Christensen Michael Raynor, "The Innovator's Solution", Harvard Business School Press Boston, USA, 2007.

4. Semyon D. Savransky, "Engineering of Creativity–TRIZ", CRC Press New York USA, 1st edition 2000.

5. CSG Krishnamacharya, Lalitha R Innovation management, Himalaya Publishing House 2013.

6. R.D. Hisrich, Entrepreneurship, Tata Mc Graw Hill, New Delhi, 2018.

7. Rajeev Roy, Entrepreneurship, Oxford University Press, 2nd Edition, 2011.

Web Links and Video Lectures (E-Resources):

1. Entrepreneurship -An introduction https://youtu.be/Hgj_kRrvbhQ?t=172
2. Innovation business model an Entrepreneurship <https://youtu.be/9BXq3gcLSMs?t=8>
3. Business plan and feasibility https://youtu.be/o_5FtfzX9Is

Course Code:	24IE702	Course Title:	VENTURE DEVELOPMENT
Credits:	3	L –T –P	2-0-2
Course objectives: To understand new venture creation opportunities, its resources and requirements for managing the Start-up.			
Teaching-Learning Process: Suggested strategies that teachers may use to effectively achieve the course outcomes: 1. Interactive Simulations 2. Blended Mode of Learning 3. Experiential Learning 4. NPTEL and Other Videos 5. Smart Class Room 6. Flipped Class			

UNIT I– INTRODUCTION	3
Introduction of the venture Financing: Importance & relevance in their own venture, Venture finance and investment types. The new Industrial Revolution–The Big Idea-Generate Ideas with Brainstorming-Business Start-up--Ideation-Venture Choices –The Rise of the Startup Economy –The Start-up Equation- Developing business models and entrepreneurship concepts - Ethical and Legal Foundation to be a new venture- Legal Foundation-Building a new venture team- Legal Foundation	
UNIT II– FINANCING NEW VENTURE	3

Identifying Venture capital Resource requirements - estimating Venture cash requirements - Develop financial assumptions- Types of Funding options for new ventures-Start-up venture financing cycle-Alternate source of funding-Constructing a Process Map - Positioning the venture in the value chain -Launch strategy to reduce risks- Startup financing metrics- Responsibilities & leadership-Characteristics of a leader-Types of leadership

UNIT III– FEASIBILITY TESTING	3
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Feasibility Analysis –Pre- feasibility study- Type of feasibility reports- the cost and process of raising capital – Unique funding issues of a high-tech ventures - Funding with Equity – Financing with Debt- Funding startups with bootstrapping- types of funding for a start-up Crowd funding- strategic alliances. Business Plan Preparation and Feasibility report preparation.

UNIT IV– SURVIVAL AND GROWTH	3
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Stages of growth in a new venture- Growing with the market - Growing within the industry- Venture life patterns- Framework to price and value both securitized and non-securitized entities- Utilizations of both accounting and financial analysis of the entity to determine value, Valuation Methods & techniques for various enterprise forms and stages, risk assessment and management. – preparing for change - Leadership succession. Support for growth and sustainability of the venture. A mini research study and Report preparation on the market survey in any industry/ sector.

UNIT V–PLANNING FOR HARVEST AND EXIT	3
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Indian Start-up Eco System-Characteristics of Start-ups-Schemes supporting Start up in India-Popular Start-up events- Reasons for new venture failures -Scaling Ventures -Dealing with Failure: Bankruptcy, Exit Strategies Selling the business-Cashing out but staying in-being acquired- Going Public (IPO) – Liquidation. Creating the Business Canvas lean Model for the business

COURSE OUTCOME

CO1	Develop a start-up Enterprise with Idea Generation.	K2
CO2	Analyze start-up capital requirement by analyzing the legal factors.	K3
CO3	Interpret feasibility Analysis towards funding issues.	K3
CO4	Access growth stages in new venture and reasons for scaling ventures.	K2
CO5	Evaluate financial stability and decide on strategies to sustain or wind-up	K4

CO 's & PO's mapping

Cos	Pos						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	1	-	-	-	-
CO2	3	2	2	-	2	1	-

C03	2	2	1	-	-	-	-
C04	2	1	1	1	1	1	1
C05	3	2	2	1	2	1	-

Scheme of Evaluation:

Component	Type of assessment	Max Mar k s	Reduce d Marks	Total	Final mark s
Continuous Internal Examination (CIE) – Theory	CIE–I	100	50	100	40
	CIE–II	100			
	MCQ	20	10		
	Skill Assessment-I	40	40		
	Skill Assessment-II	40			
End Semester Examination (ESE)	Theory Exam	100	60	60	60
Total					100

End semester Examination: (QP PATTERN)

Each unit consists of two 2marks questions and five (either or) 12marks question as one from each unit. All the sixteen-mark questions have to be answered.

Assessment Pattern:

Bloom's Category	Continuous Internal Examination		End Semester Examination
	1	2	
Remember	10	10	10
Understand	10	10	10
Apply	48	80	64
Analyze	32	-	16
Evaluate	-	-	-
Create	-	-	-

Text Books on Entrepreneurship:

1. Kathleen RAllen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. Anjan Rai chaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. S.R.Bhowmik &M.Bhowmik, Entrepreneurship, NewAge International, 2007.
4. Steven Fisher, Ja-nae'Duane, The Startup Equation-A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
5. Donald FKuratko, Jeffreys. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6. Vijay Sathe, Corporate Entrepreneurship,1e, Cambridge,2009
7. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGraw-Hill, 11th Edition. 2. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business

Web Links and Video Lectures (E-Resources):

1. <http://nptel.ac.in>
2. <https://swayam.gov.in>