



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Diploma Engineering college

Semester-3

Subject: Innovation and Startups- DETXX13110

Type of course: Ability Enhancement Course (AEC)

Prerequisite:

Students should have basic knowledge about an entrepreneurial and innovative mindset.

Rationale:

To equip individuals with the skills and mindset necessary to create, manage, and sustain successful entrepreneurial ventures and Startups in dynamic business environments.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
02	00	00	02	60	30	10	00	50	150

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Evaluation; MSE- Mid Semester Examination; V – Viva; CA-Continuous Assessment; ALA- Active Learning Activities.



Course Content:

Sr. No	Course content	Hrs	% Weightage
1	Introduction to Entrepreneurship Entrepreneurship - meaning, elements, determinants and importance of entrepreneurship- Functions of entrepreneurship- Qualities of an Entrepreneur, factors influencing entrepreneurship- types of entrepreneurs- Forms of business ownership	8	25
2	Introduction to innovation Innovation - meaning, elements, determinants and Importance of innovation and creative Behavior- Functions of innovation - Qualities of an innovator - factors influencing innovation	8	25
3	Entrepreneurship and Startups Introduction, characteristics of venture –district industries center- national small industries corporation –Small industries development organization –small industries service institutions –All India institutions –IDBI-IFCI- ICICI-IRCBI.	7	25
4	Entrepreneurship and Venture(Startups) Essentials Funding new venture - requirement –availability and access to finance –marketing – technology and industrial accommodation-Role of industries/entrepreneur’s associations and self-help group’s concept-business incubators-angel investors- venture capital and private equity fund.	7	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Trait identification: Students have to study and analyze the positive and negative traits of the entrepreneur assigned by the faculty and upload the pdf on GMIU Web Portal.	10
2	Start up/Venture Effect: Students will be provided one startup like e-commerce and they have to analyze the pre e-commerce conditions and post e-commerce conditions and upload the pdf report on GMIU Web Portal.	10
3	Entrepreneurship Factor Analysis: Students will Study and analyze the factors influencing entrepreneurship and upload the PDF on GMIU Web Portal.	10
4	Brain writing Faculty will assign topics to the students and students will submit the solutions on GMIU Web Portal.	10
5	Case study analysis Case study scenario will be given to the students, describing a fictional organization facing challenges related to entrepreneurship. Students have to submit their solution on GMIU Web Portal.	10
Total		50

Suggested Specification table with Marks (Theory): 50

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	20%	40%	40%	-	-	-



Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the nature of entrepreneurship.
CO2	Describe the role of innovation in entrepreneurship.
CO3	Describe the essentials to start a new venture.
CO4	Assess opportunities and constraints for new business ideas & Identify funding opportunities

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.
- [2] "The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company" by Steve Blank and Bob Dorf.
- [3] "Disciplined Entrepreneurship: 24 Steps to a Successful Startup" by Bill Aulet.
- [4] "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel and Blake Masters.
- [5] "Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson.
- [6] "The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators" by Clayton M. Christensen, Jeff Dyer, Hal Gregersen

