



Course Syllabus
Gyanmanjari Institute of Commerce
Semester-3 (M.Com)

Subject: Entrepreneurship Development and Innovation Management – MCOXX13515

Type of course: Major (Core)

Prerequisite: The prerequisites for a syllabus in Entrepreneurship Development and Innovation Management are designed to ensure that students have the foundational knowledge and skills necessary to grasp more advanced concepts in the area of entrepreneurship development and innovation management.

Rationale: The rationale behind an Entrepreneurship Development and Innovation Management syllabus is to equip students with the necessary skills, knowledge, and mindset to create, develop, and manage new ventures in innovative way.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
CI	T	P		Theory Marks		Practical Marks	CA	
			ESE	MSE	V	ALA		
04	00	00	04	60	30	10	50	150

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



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Introduction Meaning of Entrepreneur <ul style="list-style-type: none"> • Definition of Entrepreneur, • Characteristics of an Entrepreneur • Functions of an Entrepreneur, • Types of Entrepreneur, • Concept of Entrepreneurship-Definition of Entrepreneurship, • Importance of Entrepreneurship, • Features of Entrepreneurship, • Difference between Entrepreneurship and entrepreneur, 	10	15
2	Women Entrepreneur <ul style="list-style-type: none"> • Meaning of Women Entrepreneur- Definition of Women Entrepreneur, • Functions of Women Entrepreneur, • Growth of Women Entrepreneur, • Problems of Women Entrepreneur, • Remedies for the problems of women Entrepreneurs, 	15	25
3	Innovation <ul style="list-style-type: none"> • Concept of innovation, • Typology of innovations • Innovation process, • Approaches of innovation, • Innovation sources, i.e. Science and R &D, technology transfer, push and pull approaches, • Process used to explore innovation along the technology, • Market and strategy dimensions as the innovation moves from idea to market. 	25	35

4	Organizational Innovation, <ul style="list-style-type: none"> • ways to Bring Innovation Into Your Organization, • soft methods of innovation management, • Lateral Thinking and Use Lateral Thinking, • 3C Analysis, • SWOT analysis, • Innovation Platform, • Benefits of innovation platforms, 	15	25
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Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Business Plan Development: Students work in teams to develop a comprehensive business plan for a new venture, present it in classroom and upload it on Moodle.	10
2	Case Study Analysis: Analyzing real-world case studies of successful and failed ventures.- prepare note on it and upload it on Moodle.	10
3	Prepare poster of the well known entrepreneur: Assign each student to Prepare poster of the well known women entrepreneur and upload it on Moodle.	10
4	Prepare innovative product idea : Students have to work on innovative product idea and its application in real world. Present it in classroom and upload it on Moodle.	10
5	Innovative business house: Students will prepare poster of innovative product or services and present it in classroom and upload it on Moodle.	10
Total		50

Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	20%	40%	10%	-	-

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 the above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the historical development and current trends in entrepreneurship
CO2	Explain the role of entrepreneurship in economic development, particularly the impact of women entrepreneurs.
CO3	Understand the importance of innovation in competitive advantage and economic growth.
CO4	These outcomes prepare students to effectively launch and grow their own businesses or to drive innovation within existing organizations.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any 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, Virtual Laboratory

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 the laboratory.



Reference Books:

1. Donald L. Sexton & Raymond W. Smilor, THE ART AND SCIENCE OF ENTREPRENEURSHIP, Ballinger
Clifford M. Baumback & Joseph R. Mancuso, ENTREPRENEURSHIP AND VENTURE MANAGEMENT,
Prentice Hall
2. Ram K. Vepa, HOW TO SUCCEED IN SMALL SCALE INDUSTRY, Vikas Richard M. Hodgets, EFFECTIVE
SMALL BUSINESS MANAGEMENT, Academic Press
3. "Innovation and Entrepreneurship" by Peter F. Drucker.
4. Managing Innovation: Integrating Technological, Market and Organizational Change" by Joe Tidd
and John Bessant

