GANPAT UNIVERSITY

FACULTY OF COMPUTER APPLICATIONS

Programme	Master of Computer Applications	**Branch/Spec.**	Computer Application
Semester	III	**Version**	1.0.0.0
Effective from Academic Year	2023-24	**Effective for the batch Admitted in**	June 2022
Subject Code	P13A4ENT	**Subject Name**	Entrepreneurship

Teaching scheme						**Examination scheme (Marks)**			
(Per week)	**Lecture (DT)**		**Practical (Lab.)**		**Total**		**CE**	**SEE**	**Total**
	L	TU	P	TW					
Credit	2	0	0	0	2	Theory	40	60	100
Hours	2	0	0	0	2	Practical	0	0	0

Objective:

- The main objective of this course is to introduce students to the concept and practices of technology entrepreneurial thinking and entrepreneurship.
- Future budding entrepreneurs can make the right decisions for starting and running a venture. with a solid introduction to the entrepreneurial process of creating new businesses, Indian models in entrepreneurship, business ideas and implementation, innovation & technology, business model canvas and active learning segment with live cases on India as startups will help the participants in learning basic fundamentals of decision making towards establishing enterprises in real life situations.

Pre-requisites:

- No Pre-requisites.

Course Outcomes :

- **1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High); "-" = No Correlation**

Name of CO	**Description**
CO1	Explain and analyze entrepreneurship concepts, traits, and the Indian start-up ecosystem in the context of the global business environment.
CO2	Generate, evaluate, and validate innovative business ideas using creative problem-solving techniques, ideation, prototyping, and commercialization methods.

CO3	Apply innovation management frameworks and IPR concepts to develop sustainable and competitive entrepreneurial solutions.
CO4	Design and evaluate business models using Lean Startup principles and Business Model Canvas in alignment with Indian start-up policies and schemes.

Mapping of CO and PO

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	1	–	2	–	1	2
CO2	2	3	3	1	2	–	–	2
CO3	2	2	3	2	1	–	2	2
CO4	2	3	3	1	2	–	2	2

Content:

Unit	SECTION-I	Hrs
1	**Introduction of Entrepreneurship and Start-Ups:** Entrepreneurship development concept and need in context of changing global environment, definitions, traits of an entrepreneur, Intrapreneurship, Motivation. Similarities/difference between Entrepreneurs and managers. **Indian Models in Entrepreneurship:** Overview of Entrepreneurship, India's start up revolution–Trends, Imperatives, benefits; the players involved in the ecosystem, Business Incubators	08
2	**Business Ideas and their implementation:** Sources of new ideas, Methods of generating ideas, Creative problem solving: Brain Storming, Reverse Brain Storming, Brain Writing, Check list, Free Association, Role of stimulating creativity and barriers Ideation and Prototyping, Testing, Validation and Commercialization, Activity map	07
	SECTION-II	
3	**Innovation & Technology:** Innovation in Current Environment, Disruption as a Success Driver, Types of Innovation, School of Innovation, Challenges of Innovation, Blue Ocean Strategy, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship. **Management of Innovation:** Creation of IPR, Types of IPR, Patents and Copyrights, Patents in India	07
4	**The Business Model Canvas:** Introduction to Lean Startup & Business Model, Designing Business Model using Business Model canvas, Why some Business Plan fails? **India as a Start-up Nation:** National Entrepreneurial Culture, Entrepreneurship and Employment, Start-up Case Studies, Government Schemes and Policies for Entrepreneurship Development.	8

Practical Content:

- No Practical Content.

Text Books:

1	Entrepreneurship: Creating and leading an entrepreneurial organization byArya Kumar Pearson Education India ;First edition)1 January2012.(
2	Entrepreneurship Development and Small Business Enterprise by Charantimath,Pearson Education India; Second edition (1 January 2013).

3	Entrepreneurship Theory and Practices by Raj Shanker,McGraw Hill Education (1 January 2012).	
4	Hisrich, R. D. (2005). Entrepreneurship. McGraw-Hill.	
5	Drucker, P. (2014). Innovation and entrepreneurship. Routledge.	
6	Jonne & Ceserani- Innovation & Creativity (Crest) 2001	
Reference Books:		
1	Ries, Eric, The lean Start-up: How constant innovation creates radically successful businesses, Publisher : SRY) 1January 2016(.	
2	Covey, S. R. (1991). The seven habits of highly effective people. Provo, UT: Covey Leadership Center.	
Question Paper Scheme:		
University Examination Duration: 3 Hours Note for Examiner: - (I) Questions 1 and 4 are compulsory with no options. (II) Internal options should be given in questions 2, 3, 5 and 6. **SECTION – I** Q.1 –8 Marks Q.2 –11 Marks Q.3 –11 Marks **SECTION - II** Q.4 –8 Marks Q.5 –11 Marks Q.6 –11 Marks		