

	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							H rs
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							0 8
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							0 7
	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							0 7
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:								
<ul style="list-style-type: none"> No Practical Content. 								
Text Books:								
1	Entrepreneurship: Creating and leading an entrepreneurial organization by Arya Kumar Pearson Education India; First edition (1 January 2012).							
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 (1 January 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		