

# GANPAT UNIVERSITY

## FACULTY OF COMPUTER APPLICATIONS

<b>Programme</b>	Master of Computer Applications				<b>Branch/ Spec.</b>	Computer Application			
<b>Semester</b>	III				<b>Version</b>	1.0.0.0			
<b>Effective from Academic Year</b>			2024-25		<b>Effective for the batch Admitted in</b>			June 2024	
<b>Subject Code</b>	P13A4ENT		<b>Subject Name</b>		Entrepreneurship				
<b>Teaching scheme</b>					<b>Examination scheme (Marks)</b>				
(Per week)	<b>Lecture (DT)</b>		<b>Practical (Lab.)</b>		<b>Total</b>		<b>CE</b>	<b>S E E</b>	<b>Total</b>
	L	T U	P	T W					
Credit	2	0	0	0	2	Theory	40	6 0	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

<b>Name of CO</b>	<b>Description</b>
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.								
<b>Mapping of CO and PO</b>									
<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	
<b>CO1</b>	2	2	1	—	2	—	1	2	
<b>CO2</b>	2	3	3	1	2	—	—	2	
<b>CO3</b>	2	2	3	2	1	—	2	2	
<b>CO4</b>	2	3	3	1	2	—	2	2	

#### Content:

Unit	<b>SECTION-I</b>	Hrs
1	<p><b>Introduction of Entrepreneurship and Start-Ups:</b> Entrepreneurship development concept and need in context of changing global environment, definitions, traits of an entrepreneur, Intrapreneurship, Motivation. Similarities/difference between Entrepreneurs and managers.</p> <p><b>Indian Models in Entrepreneurship:</b> Overview of Entrepreneurship, India's start up revolution—Trends, Imperatives, benefits; the players involved in the ecosystem, Business Incubators</p>	08
2	<p><b>Business Ideas and their implementation:</b> 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</p> <p>Ideation and Prototyping, Testing, Validation and Commercialization, Activity map</p>	07
<b>SECTION-II</b>		
3	<p><b>Innovation &amp; Technology:</b> 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.</p> <p><b>Management of Innovation:</b> Creation of IPR, Types of IPR, Patents and Copyrights, Patents in India</p>	07
4	<p><b>The Business Model Canvas:</b> Introduction to Lean Startup &amp; Business Model, Designing Business Model using Business Model canvas, Why some Business Plan fails?</p> <p><b>India as a Start-up Nation:</b> National Entrepreneurial Culture, Entrepreneurship and Employment, Start-up Case Studies, Government Schemes and Policies for Entrepreneurship Development.</p>	8

#### Practical Content:

- 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