

GANPAT UNIVERSITY				
FACULTY OF DIPLOMA ENGINEERING				
Programme	Diploma in Mechanical/ Automobile//Electrical/Civil/ Engineering			
Semester	IV	Version	1.0.0.0	
Effective from Academic Year	2026-27	Effective for the batch Admitted in	JULY 2025	
Course code	1AC3101	Course Name	Innovation and Entrepreneurship	

I.TEACHING-LEARNING AND ASSESSMENT SCHEME																			
Course Type	Course Code	Learning Scheme						Assessment Scheme											
		Actual Contact Hrs./Week			SLH	NLH	Credits	Theory				Practical				Based on SL			Total Marks
		CL	TL	LL				FA-TH	SA-TH	TOTAL		FA-PR	SA-PR	TOTAL		SLA			
								MAX	MAX	MAX	MIN	MAX	MAX	MAX	MIN	MAX	MIN	MAX	
AEC	1AC3101	2	-	-	2	4	2	40	60	100	40	-	-	-	-	20	8	120	

Abbreviation:	CL- Classroom Learning	TL - Tutorial Learning	LL - Laboratory Learning
	SLH - Self Learning Hours	NLH - Notional Learning Hours	SLA - Self Learning Assessment
	FA - Formative Assessment (Term work +Mid Sem Exam +Attendance)		SA - Summative Assessment

II. PRE-REQUISITES
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III. INDUSTRY / EMPLOYER EXPECTED OUTCOMES
Industry and employers expect students completing this course to demonstrate an entrepreneurial mindset, identify and evaluate business opportunities, apply basic innovation and startup practices, understand MSME/startup ecosystems and government support, choose appropriate business and ownership models, and analyze real entrepreneurial cases. Graduates should be capable of supporting startups, family businesses, social enterprises, or entry-level industry roles with problem-solving ability, innovation awareness, and readiness for self-employment or entrepreneurial initiatives.
IV. COURSE LEARNING OUTCOMES
At the end of the course, students will be able to achieve the following course learning outcomes: CO1: Understand basic concepts of entrepreneurship, startups, and intrapreneurship. CO2: Understand the role of innovation and disruption in business growth. CO3: Design, generate and evaluate business ideas using basic market and SWOT analysis. CO4: Identify the role of SSI/MSMEs and government promotional agencies. CO5: Understand different forms of business ownership and franchising models. CO6: Learn contemporary entrepreneurship practices through Indian Case Studies.

V. THEORY LEARNING OUTCOMES AND ALIGNED COURSE CONTENT:				
Name of Unit	Theory Learning outcomes (TLO's) aligned to CO's	Learning Content mapped with Theory Learning outcomes (TLO's) & CO's	Marks	Hours
Unit-1 Introduction of Entrepreneurship and Start-up	TLO 1.1 To understand the need of entrepreneurship in changing world.	1.1 Entrepreneurship development concept and need in context of changing global environment.	10	05

	TLO 1.2 Understand Entrepreneurship and Startup. TLO 1.3 Analyze the Indian Startup revolution.	1.2 Definitions, traits of an Entrepreneur, Intrapreneurship. Motivation. Similarities/Difference between Entrepreneurs and managers. 1.3 India's start up revolution– Trends & Imperatives.		
Unit-2 Introduction to Innovation	TLO 2.1 Explain innovation and disruption in the current business environment. TLO 2.2 Identify types of innovation and related challenges. TLO 2.3 Understand future markets and India's innovation needs.	2.1 Innovation in Current Environment. 2.2 Disruption as a Success Driver, Types of Innovation. 2.3 Challenges of Innovation, Future markets and innovation need for India.	10	05
Unit-3 Business Ideas and Implementation	TLO 3.1 Identify sources and methods for generating new business ideas. TLO 3.2 Perform basic market analysis and SWOT analysis for idea evaluation. TLO 3.3 Explain ideation, prototyping (PoC/MVP), testing, validation, and commercialization processes.	3.1 Sources of new ideas, Methods of generating ideas. 3.2 Market analysis & SWOT analysis. 3.3 Ideation and Prototyping (PoC/MVP), Testing, Validation, Commercialization.	12	06
Unit-4 SSI- Its Promotional Agencies	TLO 4.1 Explain the concept of SSI and the need for government policies. TLO 4.2 Identify the role and importance of ancillary industries. TLO 4.3 Describe the role of promotional agencies and types of support provided to SSI.	4.1 SSI-definition, Government policy-need and importance. 4.2 Ancillary Industry- need and importance. 4.3 Promotional agencies-their role and types of promotions, various agencies	10	04

Unit-5 Forms of Ownership	TLO 5.1 Compare different forms of business ownership including sole proprietorship, partnership, LLP, and companies TLO 5.2 Explain franchising concepts, types, advantages, disadvantages, and franchise contracts	5.1 Sole proprietorship, partnership, limited liability partnership and corporation form of ownership, Public Listed Company. 5.2 Franchising: advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts.	10	06
Unit-6 Contemporary Entrepreneurship Practices	TLO 6.1 Explain concepts of family business management, leadership, and succession planning. TLO 6.2 Understand social, corporate, and women entrepreneurship and their management TLO 6.3 Analyze Indian entrepreneurial case studies and emerging unicorn business models.	6.1 Family business management – concept and characteristics; Managing leadership & succession planning in family business. 6.2 Social Entrepreneurship: Nonprofit ventures, social ventures and its management; Corporate Entrepreneurship and Women entrepreneurship. 6.3 Cases of Tata, Birla's, Kirloskar and many large and small entrepreneurs of India; New Unicorn's of India Model.	8	04

VII. SUGGESTED MICRO PROJECT / ASSIGNMENTS / ACTIVITIES FOR SELF LEARNING / SKILL DEVELOPMENT (SELF LEARNING)
• Study of Entrepreneurial Traits and Success Factors of Indian Entrepreneurs • Study of Disruptive Innovation and Its Impact on Traditional Industries • Business Idea Generation and Evaluation Exercise • SWOT Analysis of an Existing Startup or Business Venture • Study on Government Support Schemes • Selection of Appropriate Form of Business Ownership for Given Business Scenarios • Case Study on Family Business Management and Succession Planning Mini projects • Preparation of a Startup Business Plan Covering Ideation, Innovation, Market Analysis, and Government Support

IX. LIST OF REFERENCE BOOKS

Sr.No.	Title	Author	Publication
1	Entrepreneurship Theory and Practices	Kuratko & Hodgetts	South-Western
2	Entrepreneurship: Creating and leading an entrepreneurial organization	Arya Kumar	Pearson Education
3	Entrepreneurship Development and Small Business Enterprise.	Poornima M. Charantimath	Pearson Education
4	Entrepreneurship Development	D.R.Patel	Atul Prakashan

X. LINK OF LEARNING WEB RESOURCE

1	http://www.nstedb.com/training/training.htm
2	http://www.ediindia.org/institute.html

XI. SUGGESTED WEIGHTAGE TO LEARNING EFFORTS & ASSESSMENT PURPOSE

Unit	Unit Title	Aligned COs	Learning Hours	R-Level	U-Level	A-Level	Total Marks
1	Introduction of Entrepreneurship and start-up	CO1	05	4	3	3	10
2	Introduction to Innovation	CO2	05	3	3	4	10
3	Business Ideas and Implementation	CO3	06	4	4	4	12
4	SSI- Its Promotional Agencies	CO3	04	4	3	3	10
5	Forms of Ownership	CO4	06	4	3	3	10
6	Contemporary Entrepreneurship Practices	CO5	04	3	3	2	8
Grand Total			30	22	19	19	60

XII. COs AND POs AND PSOs MAPPING

Course outcome (Cos)	Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	0	0	0	0	0	0	0	0	0	3
CO2	0	0	0	0	1	0	0	0	0	3
CO3	0	0	2	0	2	0	0	0	0	2
CO4	0	0	0	0	0	0	0	0	0	2
CO5	0	0	0	0	0	0	0	0	0	2
CO6	0	0	0	0	0	0	0	0	0	3
Legends: -3- High	2-Moderate/Medium			1-Slight/Low			0-None			