

MS406HS: INNOVATION AND ENTREPRENEURSHIP**B.Tech. II Year II Sem.**

L	T	P	C
2	0	0	2

Course Objectives:

1. To familiarize on the basic concepts of innovation, entrepreneurship and its importance.
2. To Identify and analyze the process of problem-opportunity identification, market segmentation, and idea generation techniques.
3. To initiate prototype development and understand minimum viable product.
4. To develop initial Business and financial planning and Go-to-Market strategies
5. To impart knowledge on establishing startups, venture pitching and IPR

Course Outcomes:

1. Understand the entrepreneurship and the entrepreneurial process and its significance in economic development.
2. Assess the problem from an industry perspective and generate solutions using the design thinking principles.
3. Assess market competition, estimate market size, and develop a prototype.
4. Analyze Business and financial planning models and Go-to-Market strategies.
5. Able to build a start-up, register IP and identify funding opportunities.

Unit I: Fundamentals of Innovation and Entrepreneurship

Innovation: Introduction, need for innovation, Features, Types of innovations, innovations in manufacturing and service sectors, fostering a culture of innovation, planning for innovation.

Entrepreneurship: Introduction, types of entrepreneurship attributes, mindset of entrepreneurial and intrapreneurial leadership, Role of entrepreneurs in economic development. Woman Entrepreneurship, Importance of on-campus startups. Understanding to build entrepreneurial mindset, attributes and networks individuals while on campus.

Core Teaching Tool: Simulation, Game, Industry Case Studies (Personalized for students – 16 industries to choose from), Venture Activity.

Unit II: Problem and Customer Identification

Identification of gap, problem, analyzing the problem from a industry perspective, real-world problems, market and customer segmentation, validation of customer problem fit, Iterating problem-customer fit, Competition and Industry trends mapping and assessing initial opportunity, Porter's Five Force Model.

Idea generation, Ideation techniques: Brainstorming, Brain writing, Round robin, and SCAMPER, Design thinking principles, Mapping of solution to problem.

Core Teaching Tool: Several types of activities including: Class, game, Gen AI, 'Get out of the Building' and Venture Activity.

Unit III: Opportunity assessment and Prototype development

Identify and map global competitors, review industry trends, and understand market sizing: TAM, SAM, and SOM. Assessing scope and potential scale for the opportunity.

Understanding prototyping and Minimum Viable Product (MVP). Developing a prototype: Testing, and validation.

Core Teaching Tool: Venture Activity, no-code Innovation tools, Class activity

Unit IV: Business & Financial Models

Introduction to Business Model and types, Lean Canvas Approach: 9-block lean canvas model, building lean canvas for your startup. Business planning: components of Business plan- Sales plan, People plan and financial plan, Financial Planning: Types of costs, preparing a financial plan for profitability using a financial template, understanding the basics of Unit economics, Economies of Scale and analyzing financial performance. Go-To-Market (GTM) approach – Selecting the Right Channel,

creating digital presence, and building customer acquisition strategy.

Core Teaching Tool: Founder Case Studies – Sama and Securely Share; Class activity and discussions; Venture Activities.

Unit V: Startups and IPR

Startup requirements, building founding team members and mentors, pitch preparation, start-up registration process, funding opportunities and schemes, institutional support to entrepreneurs, startup lifecycle, documentation, legal aspects in startup, venture pitching readiness, National Innovation Startup Policy (NISP) and its features.

Patents, Designs, Patentability, Procedure for grants of patents. Indian Scenario of Patenting, International Scenario: International cooperation on Intellectual Property. Patent Rights: Scope of Patent Rights. Copyright, trademark, and GI. Licensing and transfer of technology.

Core Teaching Tool: Expert talks; Cases; Class activity and discussions; Venture Activities.

Suggested Readings:

1. John R Bessant, Joe Tidd, Innovation and Entrepreneurship, 4E, Wiley, Latest Edition.
2. Ajay Batra, The Startup Launch Book- A Practical Guide for Launching Customer Centric Ventures, Wiley, 2020. (For Core Teaching Tool).
3. Entrepreneurship Development and Small Business Enterprises, Poornima M Charantimath, 3E, Pearson, 2018.
4. D.F. Kuratko and T.V. Rao, Entrepreneurship: A South-Asian Perspective, Cengage Learning, 2013.
5. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGrawHill, 11th Edition.
6. NISP -[Brochure inside pages - startup_policy_2019.pdf](#)