

**B.Tech III Year II Semester**

**JNTUA COLLEGE OF ENGINEERING (AUTONOMOUS) PULIVENDULA  
19AHS14b-ENTERPRENUARSHIP AND INNOVATION MANAGEMENT**

(Humanities Elective-I)(Common to EEE, ECE & CSE)

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**Course Objectives:**

- To enable students understand the opportunities available to start a business.
- To impart knowledge about various sources of support (Financial and Non-financial) available to start an enterprise.

**UNIT – 1: FUNDAMENTALS OF ENTREPRENEURSHIP**

Fundamentals of Entrepreneurship – Evolution and Theories of Entrepreneurship – Characteristics of Entrepreneurs –Myths of Entrepreneurship – Kakinada Experiment -Elements of leadership –Role of Entrepreneurs in Indian economy – Social and Ethical Perspectives of Entrepreneurship - Corporate entrepreneurship – Social Entrepreneur, women Entrepreneurship - Opportunities & challenges.

**Learning Outcomes:**

At the end of this unit, the student will be able to

- Define entrepreneurship and the characteristics of an entrepreneur. L1
- Explain the significance of entrepreneurship in the economic development of a nation. L2

**UNIT – II: IDEATION AND EVALUATION OF BUSINESS IDEAS**

Opportunity identification – Ideations process - Sources of business ideas – Role of creativity – Sources of Innovation - Business Idea Evaluation - Product/ Service design – Design Thinking - Customer Value Proposition (CVP) – Business models.

**Case study:** Business cases of OYO, Paytm and Flipkart/ Smartmart.

**Activity:** Idea generation in groups and CVP.

**Learning Outcomes:**

At the end of this unit, the student will be able to

- Select the right business ideas. L1
- Explain the business idea evaluation process L2

**UNIT – III: Business Organizations and Venture Establishment**

Forms of business organisations/ownership – Techno-economic feasibility assessment – Financial feasibility – Market feasibility – Preparation of Business plan – Business canvas & Lean canvas – Challenges & Pitfalls in selecting new venture.

**Activity:** Preparation of business plan (draft).

**Learning Outcomes:**

At the end of this unit, the student will be able to

- Recall different forms of business organizations. L1
- Develop business canvas. L2

**UNIT – IV: Introduction to Innovation**

Creativity, Invention and innovation, Types of Innovation, Relevance of Technology for Innovation, The Indian innovations and opportunities.

**Learning Outcomes:**

At the end of this unit, the student will be able to

- Able to develop new ideas to discover new ways of looking problems and opportunities. L1
- Apply technology to innovation. L2

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**UNIT – V: Promoting and managing innovation**

Innovators and Imitators, Patents, Trademarks, Intellectual Property, Exploring, Executing, Leveraging and renewing innovation, Enhancing Innovation Potential & Formulating strategies for Innovation.

**Learning Outcomes:**

At the end of this unit, the student will be able to

- Intellectual Property Licensing. L1
- Summarize the importance of IPR. L2

**Text Books:**

1. Robin Lowe and Sue Marriott, Enterprise: Entrepreneurship and Innovation Concepts, Contexts and Commercialization.
2. John Bessant and Joe Tidd, Innovation and Entrepreneurship.

**Reference Books:**

1. Rabindra N. Kanungo “Entrepreneurship and innovation”, Sage Publications, New Delhi, 1998.
2. Peter F. Drucker, Innovation and Entrepreneurship.
3. EDII “Faculty and External Experts – A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development” Institute of India, Ahmadabad, 1986.
4. Philips, Bonefiel and Sharma (2011), Social Entrepreneurship, Global vision publishing house, New Delhi.

**Course Outcomes:**

At the end of this Course the student will be able to

- Choose entrepreneurship as an alternative career. L1
- Distinguish between corporate and social entrepreneurs. L2
- Examine and build customer value proposition. L3
- Analyze feasibility of business ideas. L4
- Compare various supports schemes provided by GOI. L5