



## Sub Committee for Curriculum Development

**Course Name: Introduction to Entrepreneurship**

**(UG/PG): UG**

**Number of Credits: 2**

**Level: 2**

**Learning Objective(s):**

- Introduce the concepts of Entrepreneurship and Intrapreneurship
- Bring about interactions with entrepreneurs to promote understanding of role and profile of entrepreneurs
- Practice creativity and innovation

**Pedagogy:**

ICT, Interactive, Case Based, Experiential

**Pre-learning:**

**Course Outline**

.No.	Topic	Hours
1	<b>The entrepreneurial Perspective:</b> The Evolution and role of entrepreneurs in emerging economies, The entrepreneurial and Intrapreneurial mind set, Qualities of entrepreneurs.	6
2	<b>Creativity and Innovation</b> Importance of Creativity and Innovation, Myths about Innovation, Innovative thinking, Innovation Process, creative problem solving Techniques	6
3	<b>Idea-Opportunity, New Venture creation</b> Sources of business Ideas, Methods of generating new ideas, Opportunity evaluation, 5 Q Model; John Mullins seven Domain Model	6

4	<b>Product/Service Development Life Cycle</b> Product /service planning, Idea-Concept-Development-Test marketing-manage-grow-exit;	6
5	<b>Business Plan:</b> Content and Use of business plan, Executive summary, Operations, Team, marketing, <b>finance</b>	6
		30

**Books Recommended**

**Suggested Evaluation Methods:**

Case Analysis  
Mini Projects  
Presentations

**Parallel/Similar courses the existing curriculum:**

S. No.	Name of the course	Institute where it was offered

Name of Member	Rajashree Jain				
Designation	Asst.Professor				
Org. / Inst.	SICSR				
Signature					

Name of the Expert:

Signature:

Date: