

BANGALORE UNIVERSITY

ENTREPRENEURSHIP AND INNOVATION

**BA, B.Sc, B.Sc. (FAD), BCA/5 years Integrated Course in Biological Science for VI Semester
under Mrudukousalya.**

Max Marks: 100

Max time: 42 hrs.

Objective

To give a glimpse of Entrepreneurship to students as well as to develop basic understanding of Innovation in Entrepreneurship.

Module 1: Overview of Entrepreneurship

19 Hours

Concept of Entrepreneurship and Entrepreneur-Nature and Importance-Benefits and potential risks of Entrepreneurship – Traits, qualities and competencies of an Entrepreneur – Types of Entrepreneurs – Role of technology in contemporary business environment – Ethics and Entrepreneurship. Govt. of India initiatives like Make in India, Start – up India, Mudra Bank etc.

Module 2 : Overview of Innovation

14 Hours

Meaning and Importance – Difference with Creativity, Invention and Discovery-Process-Typology – Innovation in Action like lateral thinking, out of box thinking, Disruptive ideas – Case Studies on Innovative business ideas like Red bus, Flip kart, Ola, Big Basket etc

Module 3 : New venture creation

9 Hours

New ideas and opportunities: Developing business ideas, evaluating the opportunity – Feasibility analysis – Developing business model.

Business plan-Meaning, significance and contents – Formulation and Presentation – Common errors – Preparation of project report.

Sources of finance: Traditional and Non-traditional sources – Venture capitalists, Angel Investors, Private equity cash.

Pedagogy

The syllabus has to be taught through following methods

- Exercises
- Case studies
- Interaction with Entrepreneurs and Innovators
- Presentations by students

References

Books

- Dr.S.S.Khanka, "Entrepreneurial Development", S.Chand Publications.
- Dr.C.B.Gupta and Dr.N.P.Srinivasan. "Entrepreneurship Development in India", S.Chand Publications.
- Vinnie Jauhari& Sudhanshu Bhushan, "Innovation Management". Oxford University Press,2014
- SholmoMaital, DVR Seshadri, "Innovation Management". Response Books 2007

Websites

- www.redbus.in
- www.olacabs.com
- www.flipkart.com
- www.bigbasket.com
- startupindia.gov.in
- www.makeinindia.com
- www.pradhanmantriyojana.in
- Browse Wikipedia as and when necessary



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