



# MBA (IEV) – I & II Year SCHEME & SYLLABUS

Effective from Academic Year 2023 - 24



**ST JOSEPH ENGINEERING COLLEGE**

AN AUTONOMOUS INSTITUTION

Vamanjoor, Mangaluru - 575028

## **MOTTO**

Service and Excellence

## **VISION**

To be a global premier Institution of professional education and research

## **MISSION**

- Provide opportunities to deserving students of all communities, the Christian students in particular, for quality professional education
- Design and deliver curricula to meet the national and global changing needs through student-centric learning methodologies
- Attract, nurture and retain the best faculty and technical manpower
- Consolidate the state-of-art infrastructure and equipment for teaching and research activities
- Promote all-round personality development of the students through interaction with alumni, academia and industry
- Strengthen the Educational Social Responsibilities (ESR) of the Institution



# **St Joseph Engineering College**

## **Vamanjoor, Mangaluru**

### **An Autonomous Institution**

**Affiliated to Visvesvaraya Technological University-Belagavi & Recognized by AICTE**

**NBA-Accredited: B.E. (CS, EC, EE, ME & CV), PG (MBA and MCA)**

**NAAC – Accredited with grade A+**

### **Scheme and Syllabus**

**MBA (INNOVATION, ENTREPRENEURSHIP AND  
VENTURE DEVELOPMENT)**

**[MBA -IEV]**

**(Effective from Academic Year 2023 - 24)**



## **AUTONOMY AND ACCREDITATION**

St Joseph Engineering College (SJEC) is an Autonomous Institute under Visvesvaraya Technological University (VTU), Belagavi, Karnataka State, and is recognized by the All-India Council for Technical Education (AICTE), New Delhi. SJEC is registered under the trust “Diocese of Mangalore, Social Action Department”.

The SJEC has been conferred Fresh Autonomous Status from the Academic Year 2021-22. The college was granted autonomy by the University Grants Commission (UGC) under the UGC Scheme for Autonomous Colleges 2018 and conferred by VTU. The UGC Expert Team had visited the college on 28-29 November 2021 and rigorously assessed the college on multiple parameters. The fact that only a handful of engineering colleges in the state have attained Autonomous Status adds to the college’s credibility that has been on a constant upswing. Autonomy will make it convenient for the college to design curricula by recognizing the needs of the industry, offering elective courses of choice and conducting the continuous assessment of its students.

At SJEC, the Outcome-Based Education (OBE) system has been implemented since 2011. Owing to OBE practiced at the college, SJEC has already been accredited by the National Board of Accreditation (NBA). Five of the UG programs, namely Computer Science & Engineering, Mechanical Engineering, Electronics and Communication Engineering, Electrical & Electronics Engineering and Civil Engineering and two of the PG programs, namely, MBA and MCA programs, have accreditation from the NBA.

Also, SJEC has been awarded the prestigious A+ grade by the National Assessment and Accreditation Council (NAAC) for five years. With a Cumulative Grade Point Average (CGPA) of 3.39 on a 4-point scale, SJEC has joined the elite list of colleges accredited with an A+ grade by NAAC in its first cycle. The fact that only 5 per cent of the Higher Education Institutions in India have bagged A+ or higher grades by NAAC adds to the college’s credibility that has been on a constant upswing.

The college is committed to offering quality education to all its students, and the accreditation by NAAC and NBA reassures this fact. True to its motto of “Service and Excellence”, the college’s hard work has resulted in getting this recognition, which has endorsed the academic framework and policies that the college has been practicing since its inception. The college has been leveraging a flexible choice-based academic model that gives students the freedom to undergo learning in respective disciplines and a transparent and continuous evaluation process that helps in their holistic development.

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## **SJEC MBA**

The Department of Business Administration was started in the year 2007 with an objective of producing competent industry professionals with sound ethical values and service attitude. It was approved as a research centre in the year 2011 to offer Ph D programmes by VTU, Belagavi. The Department has been accredited by National Board of Accreditation (NBA) in 2020. The Department regularly or

ganises Management Development Programmes, Faculty Development Programmes, Capacity Building Programmes and Student Development Programmes. With its total focus on Outcome Based Education, the Department has adopted active learning strategies in delivering the curriculum.

### **Department Vision**

To impart quality management education to bring out competent, socially responsible and conscientious professionals.

### **Department Mission**

- Imparting contemporary curriculum and its application to business situations
- Developing proficiency through continuous industry-academia interface and research
- Encouraging entrepreneurship and venture development
- Sensitizing the students towards the needs of society
- Inculcating diligence through extra-curricular activities

### **Programme Educational Objectives (PEOs)**

PEO 1: Graduates will be able to apply the theoretical concepts in real life situations.

PEO 2: Graduates will be able to communicate effectively think critically and be able to manage interpersonal relationships.

PEO 3: Graduates will be capable of sustaining entrepreneurial ventures.

PEO 4: Graduates will be able to exhibit effective decision making skills.

PEO 5: Graduates will be able to adapt to constantly changing environment.

### **Programme Outcomes (POs)**

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Ability to create entrepreneurial ventures.

Scheme of Teaching and Examination											
MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)											
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)											
I Semester											
SL. No.	Course	Course code	Course Title	Teaching Hours/ Week			Examination				Credits
				Lecture	Tutorial	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	23IEV101	Ideation and Design Thinking for Entrepreneurs	4	0	0	3	50	50	100	4
2	PCC	23IEV102	Innovation Development and Management	4	0	0	3	50	50	100	4
3	PEC	23IE103X	Elective-I	4	0	0	3	50	50	100	4
4	PEC	23IE104X	Elective-II	4	0	0	3	50	50	100	4
5	SDC	23IEP105	Capstone Project -I: Problem Solution Fit - Proof of concept	0	0	8	-	50	50	100	4
6	SDC	23IEP106	Capstone Project-II: Market-Product Fit- Innovation and Business Model	0	0	8	-	50	50	100	4
<b>Total</b>				<b>16</b>	<b>0</b>	<b>16</b>	<b>12</b>	<b>300</b>	<b>300</b>	<b>600</b>	<b>24</b>
Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course, Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process											
Elective-I 23IE103X		23IE103A: Techno-Entrepreneurship – Theories and Models 23IE103B: Research Methods									
Elective-II 23IE104X		23IE104A: Managerial Economics for Entrepreneurs 23IE104B: Start-up Law, Ethics and Environment in India									

Scheme of Teaching and Examination												
MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)												
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)												
II Semester												
SL. No.	Course	Course code	Course Title	Teaching Hours/ Week			Examination				Credits	
				Lecture	Tutorial	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks		
1	PCC	23IEV201	Entrepreneurial Leadership and Organisational Behaviour	4	0	0	3	50	50	100	4	
2	PEC	23IE202X	Elective -III	4	0	0	3	50	50	100	4	
3	SDC	23IEP203	Capstone Project-III: Business Model Fit-Enterprise Planning	0	0	8	-	50	50	100	4	
4	SDC	23IEV204	Enterprise Residency Learning Program at Incubation Unit/Acceleration Centre	0	0	24	-	50	50	100	12	
<b>Total</b>				<b>8</b>	<b>0</b>	<b>32</b>	<b>6</b>	<b>200</b>	<b>200</b>	<b>400</b>	<b>24</b>	
<p>Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course            Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.            Four credit courses are designed for 50 hours Teaching – Learning process</p>												
Elective-III 23IE202X		23IE202A: Corporate and Social Entrepreneurship 23IE202B: New Venture Establishment and Management										



**Scheme of Teaching and Examination**  
**MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)**  
**Choice Based Credit System (CBCS) and Outcome Based Education (OBE)**

**III Semester**

SL. No.	Course	Course code	Course Title	Teaching Hours/ Week				Examination			Credits	
				Lecture	Tutorial	Practical Component	Self-Study	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	PCC	23IEV301	Venture Financing	4	0	0	0	3	50	50	100	4
2	PCC	23IEV302	Intellectual Property Rights and Management Strategies	4	0	0	0	3	50	50	100	4
3	PEC	23IE303X	Elective -IV	4	0	0	0	3	50	50	100	4
4	PEC	23IE304X	Elective -V	4	0	0	0	3	50	50	100	4
5	PEC	23IE305X	Elective -VI	4	0	0	0	3	50	50	100	4
6	SDC	23AEC306	Skill Certification-I	0	0	0	16	-	-	100	100	4
7	SDC	23AEC307	Skill Certification-II	0	0	0	16	-	-	100	100	4
<b>Total</b>				<b>20</b>	<b>0</b>	<b>0</b>	<b>32</b>	<b>15</b>	<b>250</b>	<b>450</b>	<b>700</b>	<b>28</b>
<p>Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course            Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.            Four credit courses are designed for 50 hours Teaching – Learning process</p>												
Elective -IV 23IE303X		23IE303A: Digital Marketing of Innovations 23IE303B: Venture Growth Strategies		Elective -V 23IE304X		23IE304A: Buying/Selling a Small Business 23IE304B: People Management and Team Building						
Elective -VI 23IE305X		23IE305A: Technology & Global Business Linkage Opportunities 23IE305B: Science, Education, Technology, Innovation, Start-up Policies in India										
Skill Certification – I & II [Outside classroom learning]			MOOCs/SWAYAM Courses of total 16 weeks duration.									

**Scheme of Teaching and Examination**  
**MASTER OF BUSINESS ADMINISTRATION (INNOVATION, ENTREPRENEURSHIP AND VENTURE DEVELOPMENT)**  
**Choice Based Credit System (CBCS) and Outcome Based Education (OBE)**

**IV Semester**

SL. No.	Course	Course code	Course Title	Teaching Hours/ Week				Examination			Credits	
				Lecture	Tutorial	Practical Component	Self-Study	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	SDC	23IEV401	Real Time Venture Establishment and Management in Incubation/Acceleration Unit	0	0	20	0	-	50	50	100	22
2	SDC	23AEC402	Skill Certification-III	0	0	0	8	-	-	100	100	2
<b>Total</b>				<b>0</b>	<b>0</b>	<b>20</b>	<b>8</b>	<b>-</b>	<b>50</b>	<b>150</b>	<b>200</b>	<b>24</b>

Note: PCC: Professional Core Course; PEC: Professional Elective Course; SDC = Skill Development Course, Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.

Four credit courses are designed for 50 hours Teaching – Learning process

Skill Certification – III [Outside classroom learning]	MOOCs/SWAYAM Courses of total 8 weeks duration
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Definition of Credit:	<p>One-hour Lecture (L) per week per semester = 1 Credit</p> <p>Two-hour Tutorial (T) per week per semester = 1 Credit</p> <p>Two-hour Practical/Laboratory (P) per week per semester = 1 Credit</p> <p>Four hours of Self-study = 1 Credit</p>
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## FIRST SEMESTER SYLLABUS

<b>IDEATION AND DESIGN THINKING FOR ENTREPRENEURS</b>			
Course Code	23IEV101	CIE Marks	50
Teaching Hours/Week (L:T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<p>Course Learning Objectives:</p> <ol style="list-style-type: none"> <li>1. To examine the process of idea generation.</li> <li>2. To apply the steps of the design process to new venture.</li> <li>3. To develop ability to think more like a designer (open to opportunities) rather than as a manager focused on constraints.</li> </ol>			
<b>Module-1</b>			
<p>Idea generation-Sources of business ideas-Environmental scanning of business idea-screening of business idea-selection of workable business idea-opportunity recognition-opportunities in various sectors-steps for idea generation-techniques for idea generation.</p> <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-2</b>			
<p>Design Thinking- Design thinking for competitive advantage- Power of Design Thinking in Entrepreneurship- Design Thinking in Entrepreneurship - Mental Models of Creativity - Phases of design thinking- Design thinking tools-Role of research in design thinking- Opportunity Assessment - Dimensions of Opportunity Assessment - Product-Market fit, Product-Company fit, and Product-Business fit- Framework to define key unmet needs and hence the opportunities for a new product.</p> <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-3</b>			
<p>Design Thinking Paradigm for Strategic Innovation- Strategies for creating value - Increment Value or True value creation, Design Thinking as a paradigm for innovation strategy, Design Research for understanding the needs of the users and clients, Technology Forecasting, Conducting analysis - Economic justification, First Mover and late mover advantage, Organizations and Innovation Process, Diffusion of Innovation.</p> <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-4</b>			
<p>Product / Service Business Model Design- Lean start-up techniques for the design and refinement of business models. Customer Experience Strategy. From the Design of Services to Business Design. Customer Discovery &amp; Validation. -How to create a winning Business Model Design &amp; Lean Startup. Canvas Value Proposition. Hambrick and Fredrickson Strategy and Prototyping- Design thinking process in new product development, Three Box Model solution: strategy for innovation, Reverse Innovation.</p> <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-5</b>			
<p>Designing Customer Experiences- Designing Digital Customer Experiences-online experience, mobile experience and social media experience-Designing Services and Service Delivery- Services as Solutions-Service Delivery Pathways- Risk of Abandonment-Designing Marketing-Rapid Branding-Designing a marketing plan-Designing for Change-Facing Change Head-On- The Need for Speed- Designing for Growth- Why Growth Is Important? - Growing Gracefully- Designing New Hires.</p> <p style="text-align: right;"><b>10 Hours</b></p>			

<b>Course Outcomes:</b> At the end of the course the student will be able to:	
23IEV101.1	Identify an entrepreneurial opportunity and the organization of ideas.
23IEV101.2	Examine the design thinking process.
23IEV101.3	Examine the strategies for creating value.
23IEV101.4	Analyse the aspects of business model design.
23IEV101.5	Examine the customer experience.
23IEV101.6	Prepare a marketing plan.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Design Thinking for Entrepreneurs and Small Businesses: Putting the Power of Design to Work	Beverly Rudkin Ingle	Apress	2013
2	Design the Future: Simplifying Design Thinking to Help You	Shrutin N Shetty	Notion Press	2018
3	Design Thinking: New Product Development Essentials from the PDMA	Michael G. Luchs Scott Swan and Abbie Griffin	Wiley	2016
<b>Reference Books</b>				
1	The Three-Box Solution: A Strategy for Leading Innovation	Vijay Govindarajan	Harvard Business School Publishing	2016
2	Solving Problems with Design Thinking: Ten Stories of What Works	Jeanne Liedtka, Andre King, and Kevin Bennett	Columbia University Press	2013
3	Design Thinking for Startups: A Handbook for Readers and Workbook for Practitioners	Jimmy Jain	Notion Press	2018
<b>Web links/Video Lectures etc</b> <a href="https://voltagecontrol.com/blog/8-great-design-thinking-examples/">https://voltagecontrol.com/blog/8-great-design-thinking-examples/</a> <a href="https://online.hbs.edu/blog/post/design-thinking-examples">https://online.hbs.edu/blog/post/design-thinking-examples</a> <a href="https://aim.gov.in/pdf/Introduction%20to%20Design%20Thinking.pdf">https://aim.gov.in/pdf/Introduction to Design Thinking.pdf</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IEV101.1	-	-	-	-	-	3
23IEV101.2	-	3	-	-	-	-
23IEV101.3	3	-	-	-	-	-
23IEV101.4	-	-	-	-	-	2
23IEV101.5	-	-	-	3	-	-
23IEV101.6	-	-	-	3	-	-

<b>INNOVATION DEVELOPMENT AND MANAGEMENT</b>			
Course Code	23IEV102	CIE Marks	50
Teaching Hours/Week (L:T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives:			
<ol style="list-style-type: none"> <li>1. Analyse the role marketing plays in innovation.</li> <li>2. Identify the factors organisations have to manage to achieve success in innovation.</li> <li>3. Examine the relationship between new products and prosperity.</li> </ol>			
<b>Module-1</b>			
Nature and Importance of innovation-need to view innovation in the organisational context-Types of innovation-Models of innovation-Discontinuous Innovation-Innovation as a management process-Framework for management of innovation-Innovation and new product development-The role of the state in innovation-Triple Helix of university industry government relationships that drives innovation. <b>10 Hours</b>			
<b>Module-2</b>			
Organisations and innovation-The dilemma of innovation management-Organisational characteristics that facilitate the innovation process-Growth Orientation-Organisational structures and innovation-Role of the individual in the innovation process-IT systems and their impact on innovation-Management tools for innovation. <b>10 Hours</b>			
<b>Module-3</b>			
Operations and process innovation-The operations manager's role-Nature of design and innovation in the context of operations-Process Design-Process design and innovation-Innovation in the management of the operations process-Innovation gap analysis-Lean innovation. <b>10 Hours</b>			
<b>Module-4</b>			
Open innovation-Technology transfer-Models of technology transfer-Limitations and barriers of technology transfer-Managing the inward transfer of technology-Technology transfer and organisational learning. <b>10 Hours</b>			
<b>Module-5</b>			
Innovation and the market-Marketing insights to facilitate innovation-Crowdsourcing for new product ideas-adopting new products and embracing change-Market adoption theories. Innovation management and new product development (NPD)-Considerations when developing new product development strategy-NPD as a strategy for growth-Models of new product development <b>10 Hours</b>			
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IEV102.1	Explain the complex nature of the management of innovation within organisations		
23IEV102.2	Examine the relationship between the activities performed and the organisational environment in promoting innovation.		
23IEV102.3	Analyse the importance of innovation in operations management		
23IEV102.4	Examine the importance of the concept of technology/knowledge transfer with respect to innovation management		
23IEV102.5	Analyse the range of product development opportunities that can exist		
23IEV102.6	Appraise marketing insights to facilitate innovation		



Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Innovation Management and New Product Development	Paul Trott	Pearson	Sixth edn,2017
2	Managing Innovation	Tidd, J., Bessant, J. and Pavitt, K.	John Wiley & Sons,	4th edn,2009
3	Innovation Management: Strategies, Implementation and Profits	Afuah, A.	Oxford University Press	2 <sup>nd</sup> edn,2003
<b>Reference Books</b>				
1	Managing New Product Innovations	Souder, W.E.	Lexington Books	1987
2	The Circle of Innovation,	Peters, T	Hodder & Stoughton	1997
3	New Products Management	Crawford, C.M. and Di Benedetto, C.A.	Tata McGraw-Hill Education	11th edn,2014
<b>Web links/Video Lectures/MOOCs</b>				
<a href="https://www.viima.com/blog/types-of-innovation">https://www.viima.com/blog/types-of-innovation</a> <a href="https://manufacturing.endeavorb2b.com/5-ways-to-facilitate-innovation/">https://manufacturing.endeavorb2b.com/5-ways-to-facilitate-innovation/</a> <a href="https://www.youtube.com/watch?v=oLmSw236UFA">https://www.youtube.com/watch?v=oLmSw236UFA</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IEV102.1</b>	0	3	0	0	0	0
<b>23IEV102.2</b>	2	0	0	0	0	0
<b>23IEV102.3</b>	0	0	0	3	0	0
<b>23IEV102.4</b>	2	0	0	0	0	0
<b>23IEV102.5</b>	0	3	0	0	0	0
<b>23IEV102.6</b>	0	0	0	2	0	0

<b>TECHNO-ENTREPRENEURSHIP – THEORIES AND MODELS</b>			
Course Code	23IE103A	CIE Marks	50
Teaching Hours/Week (L:T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives:			
<ol style="list-style-type: none"> <li>1. To examine the trends and opportunities in technology entrepreneurship</li> <li>2. To discuss the aspects of technology venture idea generation</li> <li>3. To discuss developing and implementing the technology business plan</li> </ol>			
<b>Module-1</b>			
Technology Entrepreneurship: Trends and opportunities- Five Pillars of Technology Entrepreneurship: Value Creation, The Lean Startup, Customer Discovery and Validation, The Business Model Canvas, The Entrepreneurial Method-Principles of entrepreneurial method.			<b>10 Hours</b>
<b>Module-2</b>			
Approaches to New Technology Venture Growth - Life-Cycle Models and Stage-Based Views- Resource-Based Views- Bootstrapping a Technology Startup- Cybernetic Principles and Concepts for Technology Entrepreneurship- A Bracket Model of New Technology Venture Development- Expectations of Growth of Technology Ventures.			<b>10 Hours</b>
<b>Module-3</b>			
Technology Venture Idea Generation- Fundamental Venture Types- The Idea Generation Process- The Opportunity Register- Non-traditional Idea Sources- The Idea Development Process- The Concept of Newness- Opportunity Assessment Plan- Disruptive Technology.			<b>10 Hours</b>
<b>Module-4</b>			
IP and Technology Ventures- IP Protection- Recognizing IP- Record Keeping- Trade Secrets- Patents- Copyrights- Considerations with Respect to Software- Copyrights and the Internet- Trademarks- Acquiring Trademark Rights.			<b>10 Hours</b>
<b>Module-5</b>			
Developing and Implementing the Technology Business Plan- Purpose of the Plan- Elements of the Business Plan			<b>10 Hours</b>
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IE103A.1	Explain the five pillars of technology entrepreneurship.		
23IE103A.2	Examine the approaches to new technology venture growth.		
23IE103A.3	Discuss the technology venture idea generation.		
23IE103A.4	Analyse the IP and technology ventures.		
23IE103A.5	Discuss developing and implementing the technology business plan.		
23IE103A.6	Examine the elements of business plan.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Technology Entrepreneurship-Taking Innovation to the Marketplace	Thomas N. Duening, Robert D. Hisrich, Michael A. Lechter	Elsevier	Second edition 2015
2	Technology Entrepreneurship	Wolfgang Runge	KIT Scientific Publishing	Volume 1,2014
3	Technological Entrepreneurship	Ian Chaston	Palgrave Macmillan	2017
1	Technology Strategy for Managers and Entrepreneurs	Shane S.	McGraw Hill	2009
2	The entrepreneurial personality	Macmillan. Chell, E., Haworthy, J., & Brearley, S	Routledge	1991
3	Steve Jobs	Isaacson, W.	Simon & Schuster.	2011
<b>Web links/Video Lectures</b>				
<a href="https://www.coursera.org/lecture/wharton-entrepreneurship-opportunity/1-6-technology-entrepreneurship-kQUP0">https://www.coursera.org/lecture/wharton-entrepreneurship-opportunity/1-6-technology-entrepreneurship-kQUP0</a> <a href="https://www.youtube.com/watch?v=iywvIUk2Wfg">https://www.youtube.com/watch?v=iywvIUk2Wfg</a> <a href="https://www.wipo.int/wipo_magazine/en/2005/04/article_0002.html">https://www.wipo.int/wipo_magazine/en/2005/04/article_0002.html</a> <a href="https://www.score.org/blog/patents-and-copyrights-everything-you-need-know">https://www.score.org/blog/patents-and-copyrights-everything-you-need-know</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IE103A.1	3	-	-	-	-	-
23IE103A.2	-	3	-	-	-	-
23IE103A.3	-	-	-	3	-	-
23IE103A.4	-	-	-	-	-	-
23IE103A.5	-	-	3	-	-	-
23IE103A.6	-	3	-	-	-	-

<b>RESEARCH METHODS</b>			
Course Code	23IE103B	CIE Marks	50
Teaching Hours/Week (L:T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives:			
<ol style="list-style-type: none"> <li>1. To discuss the fundamentals of research</li> <li>2. To explain the elements of research design</li> <li>3. To discuss the methods of data collection and interpretation</li> </ol>			
<b>Module-1</b>			
Introduction to research-Business Research-Research and the manager-Types of Business Research: Applied and Basic-The Hallmarks of Scientific Research-Process of The Hypothetico-Deductive Method-Alternative Approaches to Research.			<b>10 Hours</b>
<b>Module-2</b>			
Research Problem and Hypothesis development-The broad problem area-Defining the problem statement- Basic types of questions: exploratory and descriptive-The Research Proposal -Critical literature review-How to Approach the Literature Review-Theoretical framework and hypothesis development.			<b>10 Hours</b>
<b>Module-3</b>			
Research design-Elements of research design-Features of a Good Design-Important Concepts Relating to Research Design-Different Research Designs-Manual Implications Sampling Design-Steps in Sampling Design-Criteria of Selecting a Sampling Procedure-Different Types of Sample Designs-Measurement and Scaling Techniques-Measurement Scales-Tests of Sound Measurement-Scaling Techniques.			<b>10 Hours</b>
<b>Module-4</b>			
Methods of Data Collection-Collection of Primary Data-Observation Method-Interview Method-Collection of Data Through Questionnaires and Schedules-Collection of Secondary Data-Processing and Analysis of Data-Measures of Central Tendency-Measures of Dispersion-Measures of Relationship-Regression Analysis-Association in Case of Attributes (Only Theory).			<b>10 Hours</b>
<b>Module-5</b>			
Interpretation and Report Writing-Technique of Interpretation-Precautions in Interpretation-Report writing-steps in report writing-Layout of the research report-Ethics in research.			<b>10 Hours</b>
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IE103B.1	Explain the process of the Hypothetico-Deductive Method.		
23IE103B.2	Explain the research problem identification and the theoretical framework.		
23IE103B.3	Discuss the elements of research design.		
23IE103B.4	Discuss data processing and analysis.		
23IE103B.5	Explain the steps in research report writing.		
23IE103B.6	Analyse the ethical aspects of research.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Research Methods for Business A Skill-Building Approach	Uma Sekaran and Roger Bougie	John Wiley & Sons Ltd	Seventh edition,2016
2	Research Methodology: Methods & Techniques	C.R. Kothari	New Age International	2004
3	Business Research Methods	William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin	South-Western Cengage Learning	Eighth edition,2010
<b>Reference Books</b>				
1	Introduction to Research Methods	Catherine Dawson	How To Books Ltd,	Fourth edition,2009
2	Research Methodology: a step-by-step guide for beginners	Ranjit Kumar	SAGE	Third edition, 2011
3	Basic Statistics for Social Research	Robert A. Hanneman, Augustine J.Kposowa and Mark Riddle	Jossey Bass	2013
<b>Web links/Video Lectures</b> <a href="https://www.youtube.com/watch?v=nv7MOoHMM2k">https://www.youtube.com/watch?v=nv7MOoHMM2k</a> <a href="https://www.youtube.com/watch?v=HpyRybBEDQ0">https://www.youtube.com/watch?v=HpyRybBEDQ0</a> <a href="https://www.youtube.com/watch?v=Dcrgjt_RH3c">https://www.youtube.com/watch?v=Dcrgjt_RH3c</a> <a href="https://www.youtube.com/watch?v=gABEOb4mV8Q">https://www.youtube.com/watch?v=gABEOb4mV8Q</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IE103B.1</b>	<b>3</b>	-	-	-	-	-
<b>23IE103B.2</b>	<b>3</b>	-	-	-	-	-
<b>23IE103B.3</b>	-	<b>3</b>	-	-	-	-
<b>23IE103B.4</b>	-	<b>3</b>	-	-	-	-
<b>23IE103B.5</b>	-	-	-	<b>2</b>	-	-
<b>23IE103B.6</b>	-	-	-	<b>2</b>	-	-



<b>MANAGERIAL ECONOMICS FOR ENTREPRENEURS</b>			
Course Code	23IE104A	CIE Marks	50
Teaching Hours/Week (L:T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<b>Course Learning Objectives:</b>			
<ol style="list-style-type: none"> <li>1. To discuss the significance of managerial economics</li> <li>2. To explain demand, cost and production functions</li> <li>3. To discuss perfect, monopolistic, monopoly and oligopoly markets</li> </ol>			
<b>Module-1</b>			
The Salient Features and Significance of Managerial Economics-Scope of Managerial Economics-Basic Assumptions in Economic Models and Analysis-Economic concepts-Distinction Between Micro and Macroeconomics.			<b>10 Hours</b>
<b>Module-2</b>			
Demand Analysis-Determinants of Demand-Demand Function-The Law of Demand-Change in Quantity Demanded Versus Change in Demand-The Concept of Elasticity of Demand-Types of Price Elasticity-Factors Influencing Elasticity of Demand. Supply and Supply function-Factors determining supply-Law of supply-Competitive market equilibrium-Changes in market equilibrium.			<b>10 Hours</b>
<b>Module-3</b>			
Cost and Production Analysis-Cost: Concepts and Cost-Output Relationship-Economies of Scale and Scope-Production Functions-The Law of Diminishing Marginal Returns.			<b>10 Hours</b>
<b>Module-4</b>			
Cost and Profit Forecasting: Break-even Analysis-Cost Control-Techniques of Cost Control-Areas of Cost Control.			<b>10 Hours</b>
<b>Module-5</b>			
Market Analysis-Perfect Competition-Price Determination Under Perfect Competition-Monopoly: Pricing and Output Decision-Sources of Monopoly Power-Monopolistic Competition-Oligopoly. Macroeconomics and Business-Business Cycle-Phases-Economic Indication and forecasting for Business.			<b>10 Hours</b>
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IE104A.1	Examine the features and significance of managerial economics.		
23IE104A.2	Discuss the aspects of demand and supply.		
23IE104A.3	Analyse cost and production.		
23IE104A.4	Explain break even analysis and cost control.		
23IE104A.5	Explain the market analysis.		
23IE104A.6	Examine the phases of business cycle.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Managerial Economics: A Problem Solving Approach,	Luke M. Froeb, Brian T. McCann, Mikhael Shor, Michael R. Ward	South-Western Cengage Learning	Third edition,2014
2	Managerial Economics	D.M.Mithani	Himalaya Publishing House Pvt. Ltd.,	First ed.,2010
3	Managerial Economics	William F. Samuelson, Stephen G. Marks	John Wiley & Sons, Inc.	Seventh Edition,2012
<b>Reference Books</b>				
1	Managerial Economics A Problem-Solving Approach	Nick Wilkinson	Cambridge University Press	2005
2	Managerial Economics	Mark Hirschey	South-Western Cengage Learning	12 <sup>th</sup> Edition,2009
3	Managerial Economics	Hudson Rees	Library Press	2017
<b>Web links/Video Lectures/MOOCs</b> <a href="https://www.youtube.com/watch?v=ZXDKdJO3V6Y">https://www.youtube.com/watch?v=ZXDKdJO3V6Y</a> <a href="https://www.economicdiscussion.net/law-of-demand/demand-meaning-laws-and-demand-function/19383">https://www.economicdiscussion.net/law-of-demand/demand-meaning-laws-and-demand-function/19383</a> <a href="https://www.youtube.com/watch?v=VjhMIe__f4g">https://www.youtube.com/watch?v=VjhMIe__f4g</a> <a href="https://www.indeed.com/career-advice/career-development/cost-control-methods">https://www.indeed.com/career-advice/career-development/cost-control-methods</a>				

### Course Articulation Matrix

Course Outcomes (Cos)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IE104A.1</b>	<b>3</b>	-	-	-	-	-
<b>23IE104A.2</b>	-	<b>3</b>	-	-	-	-
<b>23IE104A.3</b>	-	-	-	<b>2</b>	-	-
<b>23IE104A.4</b>	-	<b>3</b>	-	-	-	-
<b>23IE104A.5</b>	-	-	-	<b>3</b>	-	-
<b>23IE104A.6</b>	-	-	-	<b>3</b>	-	-

<b>START-UP LAW, ETHICS AND ENVIRONMENT IN INDIA</b>			
Course Code	23IE104B	CIE Marks	50
Teaching Hours/Week (L:T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<p>Course Learning Objectives:</p> <ol style="list-style-type: none"> <li>1. To discuss the fundamentals of organisation for start-ups</li> <li>2. To discuss the law relating to Partnership and company</li> <li>3. To discuss the aspects of business ethics</li> </ol>			
<b>Module-1</b>			
<p>Elements of Law relating to Contract- Meaning of Contract; Essentials of a Valid Contract; Nature and Performance of Contract; Termination and Discharge of Contract; Indemnity and Guarantee; Bailment and Pledge; Law of Agency.  Fundamentals of the Business Organization form for start-ups-Sole Proprietorship; Partnership; Company; Statutory Bodies and Corporations; HUF and Family Business; Cooperatives, Societies and Trusts; Limited Liability Partnership; One Person Company.</p> <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-2</b>			
<p>Business Environment -Introduction and Features; Vision &amp; Mission Statements; Types of Environment-Internal to the Enterprise (Value System, Management Structure and Nature, Human Resource, Company Image and Brand Value, Physical Assets, Facilities, Research &amp; Development, Intangibles, Competitive Advantage), External to the Enterprise (Micro-Suppliers, Customers, Market Intermediaries; Macro-Demography, Natural, Legal &amp; Political, Technological, Economy, Competition, Socio-cultural and International); Business Environment with reference to Global Integration; Comparative Analysis of Business Environment: India and Other Countries.</p> <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-3</b>			
<p>The Micro, Small And Medium Enterprises Development Act (MSMED) , 2006- Classification of Enterprises- Memorandum Of Micro, Small And Medium Enterprises- Measures for Promotion, Development and Enhancement of Competitiveness of Micro, Small And Medium Enterprises- Sections 15 to 25 dealing with delayed payments to Micro and Small Enterprises</p> <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-4</b>			
<p>Law relating to Partnership and LLP- Nature of Partnership and Similar Organizations- Co-Ownership, HUF; Partnership Deed; Rights and Liabilities of Partners- New Admitted, Retiring and Deceased Partners; Implied Authority of Partners and its Scope; Registration of Firms; Dissolution of Firms and of the Partnership; Limited Liability Partnership  Elements of Company Law -Meaning and Nature of Company; Promotion and Incorporation of a Company; Memorandum and Articles of Association; Familiarization with the Concept of Board of Directors, Shareholders and Company Meetings.</p> <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-5</b>			
<p>Business Ethics-Foundational Values For Identifying Ethical Issues-Ethical Issues And Dilemmas In Business-A Framework For Ethical Decision Making In Business-Ethics As A Component of Corporate Culture-Ethical Leadership-Requirements For Ethical Leadership-Ethical Leadership and Organizational Culture.</p> <p style="text-align: right;"><b>10 Hours</b></p>			

<b>Course Outcomes:</b> At the end of the course the student will be able to:	
23IE104B.1	Discuss the elements of law relating to Contract and the fundamentals of the Business Organization form for start-ups.
23IE104B.2	Examine the internal and external environment of business.
23IE104B.3	Examine the sections dealing with delayed payments to Micro and Small Enterprises.
23IE104B.4	Explain the law relating to Partnership and LLP and company.
23IE104B.5	Examine the ethical aspects in business.
23IE104B.6	Analyse ethical leadership and organizational culture.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Elements of Mercantile Law	N.D.Kapoor	Sultan Chand and Sons	2018
2	Business Ethics: Ethical Decision Making and Cases	O.C. Ferrell, John Fraedrich and Linda Ferrell	Cengage Learning	Tenth Edition,2015
3	Organisations and Business Environment	David Campbell and Tomy Craig	Elsevier Butterworth-Heinemann	Second edition,2005

#### References

1	Business Ethics: A Stakeholder and Issues Management Approach	Joseph W. Weiss	Berrett-Koehler Publishers, Inc.	Sixth Edition,2014
2	Company Law and Practice	R.L. Nolakha	Vikas Publishing House Pvt Ltd.	First edition,2015
3	Legal Aspects of Business	Akhileshwar Pathak	McGraw Hill Education India	Seventh edition,2018

#### Web links/Video Lectures/MOOCs

<https://legalpaathshala.com/meaning-nature-and-scope-of-contract/>  
[https://www.icsi.edu/media/webmodules/publications/BEE\\_Final\\_11.7.2014.pdf](https://www.icsi.edu/media/webmodules/publications/BEE_Final_11.7.2014.pdf)  
<https://lawcorner.in/rights-and-liabilities-of-partners-in-a-partnership-firm/>  
<https://www.indeed.com/career-advice/career-development/ethical-leadership>

#### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IE104B.1</b>	<b>3</b>	0	0	0	0	0
<b>23IE104B.2</b>	0	0	0	<b>2</b>	0	0
<b>23IE104B.3</b>	0	0	0	<b>2</b>	0	0
<b>23IE104B.4</b>	0	0	0	<b>2</b>	0	0
<b>23IE104B.5</b>	0	0	0	<b>2</b>	0	0
<b>23IE104B.6</b>	0	0	0	0	<b>3</b>	0

<b>CAPSTONE PROJECT - I: PROBLEM SOLUTION FIT - PROOF OF CONCEPT</b>			
Course Code	23IEP105	CIE Marks	50
Teaching Hours/Week (L:T:P)	(0:0:8)	SEE Marks	50
Credits	04	Exam Hours	03
<b>Course Learning Objectives:</b>			
1.To present the proposed product/service			
2. To explain the proposed functionality of the product/service			
3. To evaluate the feasibility of the proposed product/service			
<b>POC Capstone Project:</b>			
A Proof of Concept (POC) capstone project is a presentation of the proposed product and its potential viability. POCs describe the idea and proposed functionality of the product, including its general design or specific features, and how achievable they are. This serves as a prerequisite before entrepreneurs/companies produce a sample or the final version and release it for wide scale implementation or sales. A POC typically involves a small-scale visualization exercise to verify the potential real-life application of an idea. It's not yet about delivering that concept but showing its feasibility.			
A POC is crucial for aspiring entrepreneurs wanting to propose developing their business ideas into real-life solutions.			
<b>Suggested contents:</b>			
<ul style="list-style-type: none"> <li>• Demonstrate the need for the product/service.</li> <li>• Ideate the right solution.</li> <li>• Gather and document feedback.</li> <li>• Present POC</li> </ul>			
<b>Mode of Evaluation:</b> Periodic reviews, Presentations, Final viva			
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IEP105.1	Explain the need for the product/service.		
23IEP105.2	Test an idea for real-life application.		
23IEP105.3	Discuss the functionality and feasibility of a product/ the idea.		
23IEP105.4	Analyse the feasibility of a product/ the idea.		
23IEP105.5	Identify, the potential risks and obstacles faced in implementing the proposed product/ idea.		
23IEP105.6	Compare the competing products/ideas.		

**Course Articulation Matrix**

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IEP105.1</b>	<b>3</b>	-	-	-	-	-
<b>23IEP105.2</b>	-	<b>3</b>	-	-	-	-
<b>23IEP105.3</b>	-	-	-	-	-	-
<b>23IEP105.4</b>	-	<b>2</b>	-	<b>3</b>	-	-
<b>23IEP105.5</b>	-	-	-	-	-	<b>3</b>
<b>23IEP105.6</b>	-	<b>3</b>	-	-	-	-



## **Guidelines for 23IEP105-Capstone Project-I: Problem Solution Fit - Proof of concept**

### **Contents**

- Cover page
- Certificate from the Guide, Dean and Principal
- Declaration by the Student
- Acknowledgements
- Table of contents
- List of tables
- List of figures
- Executive summary

**Chapter 1: Introduction:** Need for the product/service, nature of the industry, level of competition etc.

**Chapter 2: Creative idea/Proof of Concept:** POC/idea and its real-life application, Innovativeness of the idea etc.

**Chapter 3: Functionality and Feasibility of the product/idea:** Feedback documentation and analysis of the feasibility of the product/idea.

**Chapter 4: Risks and Obstacles in Implementation:** Identification of potential risks and obstacles in implementation of the product/idea.

**Chapter 5: Conclusion**

### **Bibliography**

#### **Annexures:**

- **Questionnaire for feedback**
- **Plagiarism report**

### **Capstone project – I: Report Evaluation**

- Internal assessment (CIE) by the internal guide
- Internal evaluation will be done by the internal guide.
- External valuation shall be done by a faculty member of other institute with minimum of 10 years of experience/ expert from the industry.
- The Viva-Voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- The viva –voce examination will be conducted by the Guide and an external examiner drawn from other Institute with a minimum of 10 years of experience/expert from the industry.
- Capstone project – I carries 100 marks consisting of 50 marks for internal assessment (CIE) by the internal guide, average of 25 marks from both internal and external evaluation and 25 marks for viva-voce examination. Minimum passing marks of the Capstone project – I is 50% in each of the components such as internal assessment (CIE), report evaluation and viva-voce examination.
- Capstone project report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1inch margin all sides (1.5inch on left side) and 1.5-line spacing. The capstone project report shall not exceed 100 pages.
- Submission of Report: Students should submit three hard copies of the Capstone Project Report along with an electronic copy in PDF format.
- The report shall be hard bound with facing sheet of **White colour**.
- Plagiarism: It is compulsory for the student to get the plagiarism check done before submission of the capstone project report. **The permitted similarity index is  $\leq 10\%$ .**

### Allotment of marks for Capstone Project-1

Sl.No	Particulars	Marks Allotted
1.	Internal Assessment by the Guide based the presentations by Students (CIE)	<b>50</b>
2.	Capstone Report Evaluation by the Guide & External Examiner -Average of the marks awarded by the two Examiners shall be the final evaluation marks for the capstone project-I	<b>25</b>
3.	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)	<b>25</b>
<b>Total</b>		<b>100</b>

#### Rubrics for Capstone Project-I Evaluation and Viva voce Examination

##### A. Internal Assessment by the Guide.

Sl.No	Aspects	Marks Allotted
1	Presentation mechanics	5
2	Presentation content	5
3	Presentation-Supporting materials	5
4	Initiative, independence in problem solving.	5
5	Scope fulfilment	5
6	Need for the product and the level of competition	5
7	Testing the idea for real life application	5
8	Functionality	5
9	Feasibility analysis	5
10	Risk identification and analysis.	5
<b>Total</b>		<b>50</b>

##### B. Report Evaluation by the Guide & External Examiner. Average of the marks awarded by the two Examiners shall be the final marks.

Sl.No	Aspects	Marks Allotted
1	Introduction	5
2	Creative idea/Proof of Concept	5
3	Functionality and Feasibility of the product/idea	5
4	Risks and Obstacles in Implementation	5
5	Conclusion	5
<b>Total</b>		<b>25</b>

##### C. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)

Sl.No	Aspects	Marks allotted
1	Presentation Skill	5
2	Communication Skill	5
3	Creative idea/Proof of Concept	5
4	Functionality and Feasibility of the product/idea	5
5	Risks and Obstacles in Implementation	5
<b>Total</b>		<b>25</b>

**Note: Formats are given below:**

**Capstone Project -I  
Problem Solution Fit - Proof of concept**

**Submitted by**

**Student Name**

**(USN)**

**Submitted to**

**St. Joseph Engineering College  
(An Autonomous Institution)**

**In partial fulfillment of the requirements for the award of the  
degree of  
MASTER OF BUSINESS ADMINISTRATION  
Innovation, Entrepreneurship and Venture Development**

**Under the guidance of**

**INTERNAL GUIDE  
(Name & Designation)**



**Department of Business Administration  
St. Joseph Engineering College, Mangaluru – 575 028**

**May 2024**

## DECLARATION

I, (Student Name), hereby declare that the Capstone Project -I Problem Solution Fit - Proof of concept entitled is prepared by me under the guidance of (Guide Name), (Department) (Institute name). I also declare that this Capstone Project -I Problem Solution Fit - Proof of concept is towards the partial fulfillment of the university/college Regulations for the award of degree of Master of Business Administration-Innovation, Entrepreneurship and Venture Development by Visvesvaraya Technological University, Belagavi. I further declare that this Capstone Project is based on the original work undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place:**

**Signature of the Student**

**Date:**

## Table of Contents

Sl. No	Contents	Page Nos.
	Certificate from College Declaration Acknowledgements Contents List of Tables List of Figures Executive Summary	
Chapter-1	Introduction	XXX
Chapter-2	Creative idea/Proof of Concept	XXX
Chapter-3	Functionality and Feasibility of the product/idea	XXX
Chapter-4	Risks and Obstacles in Implementation	XXX
Chapter-5	Conclusion	XXX
<b>Bibliography</b>		
<b>Annexures:</b> <b>Questionnaire for feedback</b> <b>Plagiarism report</b>		

## List of Tables

Sl.No	Particulars	Page Nos
1	Table showing ABC Analysis	XXX
2	Table showing FSN Analysis	XXX
3	Table showing EOQ	XXX
4	Table showing stock of Raw materials	XXX

## List of Figures

Sl.No	Particulars	Page Nos.
1	Figure showing ABC Analysis	XXX
2	Figure showing FSN Analysis	XXX
3	Figure showing EOQ	XXX
4	Figure showing stock of Raw materials	XXX

<b>CAPSTONE PROJECT-II: MARKET-PRODUCT FIT- INNOVATION AND BUSINESS MODEL</b>			
Course Code	23IEP106	CIE Marks	50
Teaching Hours/Week (L:T:P)	(0:0:8)	SEE Marks	50
Credits	04	Exam Hours	03
<b>Course Learning Objectives:</b>			
1. To Analyse the customer requirements 2. To create and refine the prototype 3. To discuss the implementation of the product			
<b>Development of Innovation/Prototype Capstone project:</b>			
A prototype is a draft of a product that gives the ability to explore the idea and demonstrate features before investing in the product's complete development. Prototype development is a key process to develop and create a successful product. It is a challenging task to create profitable and economically viable manufacturing solutions in a competitive global market environment. Prototype development involves acquiring customer requirements, problem statement, conceptual design, design for assembly, design for manufacturing, and product prototyping to validate the concept.			
<b>Suggested contents:</b>			
<ul style="list-style-type: none"> <li>• Gathering and Analysis of Requirements</li> <li>• Designing and creating the Prototype</li> <li>• Initial evaluation by the user</li> <li>• Prototype refinement</li> <li>• Implementation of the product</li> </ul>			
<b>Mode of Evaluation:</b> Periodic reviews, Presentations, Final viva			
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IEP106.1	Analyse the customer requirements.		
23IEP106.2	Design the prototype.		
23IEP106.3	Discuss the evaluation by the user.		
23IEP106.4	Explain the prototype refinement.		
23IEP106.5	Discuss the implementation of the product.		
23IEP106.6	Analyse the challenges of prototyping.		

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IEP106.1</b>	<b>3</b>	-	-	-	-	-
<b>23IEP106.2</b>	-	<b>3</b>	-	-	-	-
<b>23IEP106.3</b>	-	-	-	<b>3</b>	-	-
<b>23IEP106.4</b>	-	<b>3</b>	-	<b>3</b>	-	-
<b>23IEP106.5</b>	-	-	-	-	-	<b>3</b>
<b>23IEP106.6</b>	-	-	-	-	<b>3</b>	-



## Guidelines for 23IEP106-Capstone Project-II: Market-Product Fit- Innovation and Business Model

### Contents

- Cover page
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**Chapter 1: Introduction:** Background regarding the innovative product and analysis of customer requirements

**Chapter 2: Prototype Design:** Description and details of the prototype

**Chapter 3: Evaluation by the probable user and refinement**

**Chapter 4: Plan for Implementation:**

**Chapter 5: Conclusion**

**Bibliography**

**Annexures:**

- **Questionnaire/feedback by the potential user**
- **Plagiarism report**

### **Capstone project -II: Report Evaluation**

- Internal assessment (CIE) by the internal guide
- Internal evaluation will be done by the internal guide.
- External valuation shall be done by a faculty member of other institute with minimum of 10 years' experience/expert from the industry.
- The Viva-Voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- The viva –voce examination will be conducted by the Guide and an external examiner drawn from other Institute with a minimum of 10 years of experience/expert from the industry.
- Capstone project-II carries 100 marks consisting of 50 marks for internal assessment (CIE) by the internal guide, average of 25 marks from both internal and external evaluation and 25 marks for viva-voce examination. Minimum passing marks of the Project work is 50% in each of the components such as internal assessment (CIE), report evaluation and viva-voce examination.
- Capstone project report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1inch margin all sides (1.5inch on left side) and 1.5 line spacing. The capstone project report shall not exceed 100 pages.
- Submission of Report: Students should submit three hard copies of the Capstone Project Report along with an electronic copy in PDF format.
- The report shall be hard bound with facing sheet of **White colour**.
- Plagiarism: It is compulsory for the student to get the plagiarism check done before submission of the capstone project report. **The permitted similarity index is <=10%.**

## Allotment of marks for Capstone Project-II

Sl.No	Particulars	Marks Allotted
1.	Internal Assessment by the Guide based the presentations by Students (CIE)	<b>50</b>
2.	Capstone Report Evaluation by the Guide & External Examiner -Average of the marks awarded by the two Examiners shall be the final evaluation marks for the capstone project-II	<b>25</b>
3.	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)	<b>25</b>
<b>Total</b>		<b>100</b>

### Rubrics for Project Evaluation and Viva voce Examination

#### A. Internal Assessment by the Guide.

Sl.No	Aspects	Marks Allotted
1	Presentation mechanics	5
2	Presentation content	5
3	Presentation-Supporting materials	5
4	Initiative, independence in problem solving.	5
5	Scope fulfilment	5
6	Analysis of customer requirements	5
7	Prototype Design	5
8	Evaluation by the user	5
9	Prototype refinement and challenges	5
10	Implementation and challenges	5
<b>Total</b>		<b>50</b>

#### B. Report Evaluation by the Guide & External Examiner. Average of the marks awarded by the two Examiners shall be the final marks.

Sl.No	Aspects	Marks Allotted
1	Introduction	5
2	Prototype Design	5
3	Evaluation by the probable user and refinement	5
4	Plan for Implementation	5
5	Conclusion	5
<b>Total</b>		<b>25</b>

#### C. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)

Sl.No	Aspects	Marks allotted
1	Presentation Skills	5
2	Communication Skills	5
3	Prototype Design	5
4	Evaluation by the probable user and refinement	5
5	Plan for Implementation	5
<b>Total</b>		<b>25</b>

**Note: Formats are given below:**

**Capstone Project -II**  
**Market-Product Fit- Innovation and Business Model**

**Submitted by**

**Student Name**

**(USN)**

**Submitted to**

**St. Joseph Engineering College**  
**(An Autonomous Institution)**

**In partial fulfillment of the requirements for the award of the**  
**degree of**  
**MASTER OF BUSINESS ADMINISTRATION**  
**Innovation, Entrepreneurship and Venture Development**

**Under the guidance of**

**INTERNAL GUIDE**  
**(Name & Designation)**



**Department of Business Administration**  
**St. Joseph Engineering College, Mangaluru – 575 028**

**May 2024**

## DECLARATION

I, (Student Name), hereby declare that the Capstone Project -II Market-Product Fit-Innovation and Business Model and Submission is prepared by me under the guidance of (Guide Name), (Department) (Institute name). I also declare that this Capstone Project -II Market-Product Fit- Innovation and Business Model and Submission is towards the partial fulfillment of the University/College Regulations for the award of degree of Master of Business Administration-Innovation, Entrepreneurship and Venture Development by Visvesvaraya Technological University, Belagavi. I further declare that this Capstone Project is based on the original work undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place:**

**Signature of the Student**

**Date:**

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Chapter-1	Introduction	XXX
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<b>Bibliography</b>		
<b>Annexure:</b> <b>Questionnaire/Feedback by the potential user</b> <b>Plagiarism report</b>		

### List of Tables

Sl.No	Particulars	Page Nos
1	Table showing ABC Analysis	XXX
2	Table showing FSN Analysis	XXX
3	Table showing EOQ	XXX
4	Table showing stock of Raw materials	XXX

### List of Figures

Sl.No	Particulars	Page Nos.
1	Figure showing ABC Analysis	XXX
2	Figure showing FSN Analysis	XXX
3	Figure showing EOQ	XXX
4	Figure showing stock of Raw materials	XXX

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## SECOND SEMESTER SYLLABUS

<b>ENTREPRENEURIAL LEADERSHIP AND ORGANISATIONAL BEHAVIOUR</b>			
Course Code	23IEV201	CIE Marks	50
Teaching Hours/Week (L:T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<p>Course Learning Objectives:</p> <ol style="list-style-type: none"> <li>1. Explain the nature of entrepreneurial leadership</li> <li>2. Explore the likely importance of work to you and your orientation to work.</li> <li>3. Detail the nature, types and main features of organisational culture</li> </ol>			
<b>Module-1</b>			
<p>Entrepreneurial leadership-Introduction-Principles of entrepreneurial leadership- Framing Cognitive Ambidexterity for Entrepreneurial Leaders-Creation logic in innovation- The Logic of Analytics and Entrepreneurial Leadership- Entrepreneurial Leaders and Social Media</p>			<b>10 Hours</b>
<b>Module-2</b>			
<p>Leadership competencies development for innovation and entrepreneurship- Key areas in developing leadership competencies for innovation and entrepreneurship- Levers of an innovative corporate culture</p>			<b>10 Hours</b>
<b>Module-3</b>			
<p>Leading the Start up Corporation- Leadership qualities-Culture- Strategy, incentives and management systems- Innovation and the intrapreneur- The changing innovation ecosystem- Complementarities in the innovation process- Leading innovation.</p>			<b>10 Hours</b>
<b>Module-4</b>			
<p>Organisational behaviour -Significance-Realities of organisational behaviour-Orientation to work and the work ethic-Psychological contract: individual and organisational expectations-The nature of human behaviour in organisations-Positive organisational behaviour-The changing world of work organisations</p>			<b>10 Hours</b>
<b>Module-5</b>			
<p>Organisational control and power- The essence of control- Elements of an organisational control system- Strategies of control in organisations- Characteristics of an effective control system- Power and management control- Behavioural factors in control systems- The manager-subordinate relationship- Reasons for lack of delegation- Systematic approach to empowerment and delegation</p> <p>Organisational culture -Levels and types-Influences on the development of culture-Culture and organisational control-National and international culture-Organisational climate-Characteristics of a healthy organisational climate-Organisational change-Resistance to change</p>			<b>10 Hours</b>
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IEV201.1	Examine the principles of entrepreneurial leadership.		
23IEV201.2	Analyse the key areas in developing leadership competencies for innovation and entrepreneurship.		

23IEV201.3	Discuss the aspects of leading the Start-up Corporation.
23IEV201.4	Explain the nature and features of organisational behaviour.
23IEV201.5	Evaluate influences on the development and importance of culture.
23IEV201.6	Analyse the aspects of organisational control system.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	The New Entrepreneurial Leader	Danna Greenberg Kate McKone-Sweet H. James Wilson	Berrett-Koehler Publishers, Inc.	2011
2	Shaping Entrepreneurial Mindsets: Innovation and Entrepreneurship in Leadership Development	Jordi Canals	Palgrave Macmillan i	2015
3	Management and organisational Behaviour	Laurie J. Mullins	Pearson	Eleventh Edition, 2016
<b>Reference Books</b>				
1	Corporate Entrepreneurship	Morris, M. H. and D. F. Kuratko	Harcourt College Publishers	2002
2	Effectuation: Elements of Entrepreneurial Expertise	Sarasvathy, S. D	Edward Elgar	2008
3	Leadership: Theory and practice	Northouse, P.	Sage	2013
<b>Web links/Video Lectures</b> <a href="https://www.novelloffice.in/blog/entrepreneurial-leadership-create-startups-businesses/">https://www.novelloffice.in/blog/entrepreneurial-leadership-create-startups-businesses/</a> <a href="https://businessmagazinegainesville.com/intrapreneurship-and-internal-innovation/">https://businessmagazinegainesville.com/intrapreneurship-and-internal-innovation/</a> <a href="https://www.googlesir.com/elements-of-control-process-in-management/">https://www.googlesir.com/elements-of-control-process-in-management/</a> <a href="https://www.linkedin.com/pulse/six-characteristics-healthy-organizational-change-dawn-marie-turner/">https://www.linkedin.com/pulse/six-characteristics-healthy-organizational-change-dawn-marie-turner/</a>				

### Course Articulation Matrix

Course Outcomes (Cos)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IEV201.1</b>	<b>3</b>	-	-	-	-	-
<b>23IEV201.2</b>	-	-	-	-	<b>3</b>	-
<b>23IEV201.3</b>	-	-	<b>3</b>	-	-	-
<b>23IEV201.4</b>	-	-	-	-	<b>3</b>	-
<b>23IEV201.5</b>	-	-	-	<b>3</b>	-	-
<b>23IEV201.6</b>	-	-	-	-	<b>3</b>	-

<b>CORPORATE AND SOCIAL ENTREPRENEURSHIP</b>			
Course Code	23IE202A	CIE Marks	50
Teaching Hours/Week (L: T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<b>Course Learning Objectives:</b> 1.To discuss the corporate entrepreneurship and innovation 2.To explain the implementation of corporate entrepreneurship 3.To discuss opportunities and strategies for Social Entrepreneurship			
<b>Module-1</b>			
Corporate entrepreneurship-Overview, motivation and benefits-Corporate entrepreneurship and innovation-Corporate entrepreneurship process model-Team dynamics and management in corporate entrepreneurship-Pitfalls of Corporate Entrepreneurship			<b>10 Hours</b>
<b>Module-2</b>			
Implementing Corporate entrepreneurship-Key enablers-Corporate entrepreneurship devices: Single project devices, Multi-project devices and Comprehensive devices-Underlying design principles for implementing corporate entrepreneurship: The Autonomy principle, The extra motivation principle and the Extra motivation principle			<b>10 Hours</b>
<b>Module-3</b>			
Emerging Models of Corporate Entrepreneurship-Organization and Resources: Essential Management Decisions-The Four Models of Corporate Entrepreneurship: The Opportunist Model, The Enabler Model, The Advocate Model, The Producer Model-Corporate entrepreneurship at L'Oreal: An integrative case study-Other Cases of corporate entrepreneurship			<b>10 Hours</b>
<b>Module-4</b>			
Social Entrepreneurship-Nature-Opportunities for Social Entrepreneurship-Structures for Social Entrepreneurship-Understanding Corporate Social Responsibility-Foundations of Social Action Motivation-Personality Characteristics of Social Entrepreneurs-Social Entrepreneurship Orientation-Critical Social Entrepreneurship Skills and Role of the social entrepreneur.			<b>10 Hours</b>
<b>Module-5</b>			
Steps and Strategies for Social Entrepreneurship-Steps of Social Entrepreneurship-Using Social Capital-Social Entrepreneurship Strategies-Social Entrepreneurs' Beliefs About People Feasibility analysis in social entrepreneurship- The Nature of Feasibility Analysis-Components of Feasibility Analysis- Tools for Analyzing Social Venture Opportunities- The Importance of Feasibility Studies for Social Ventures-Measuring the impact of social ventures- Cases of social entrepreneurship			<b>10 Hours</b>
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IE202A.1	Examine the corporate entrepreneurship process model.		
23IE202A.2	Discuss the implementation aspects of corporate entrepreneurship.		
23IE202A.3	Examine the emerging models of corporate entrepreneurship.		

23IE202A.4	Discuss the social entrepreneurship orientation and critical social entrepreneurship skills.
23IE202A.5	Examine the strategies for social entrepreneurship.
23IE202A.6	Examine the feasibility of social entrepreneurship.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Corporate Entrepreneurship	Véronique Bouchard and Alain Fayolle	Taylor & Francis	2017
2	Grow From Within: Mastering Corporate Entrepreneurship and Innovation	Robert C. Wolcott and Michael J Lippitz	McGraw-Hill	2010
3	Social Entrepreneurship	Manuel London and Richard G. Morfopoulos	Routledge	2010
1	Corporate Entrepreneurship: Top Managers and New Business Creation	Vijay Sathe · 2007	Cambridge University Press	2007
2	Social Entrepreneurship: Managing the Creation of Social Value	Constant Beugré	Routledge	2017
3	Social Entrepreneurship and Social Inclusion	Rama Krishna Reddy Kummitha	Palgrave Macmillan	2017
<b>Weblinks/Video Lectures/MOOCs</b>				
<ol style="list-style-type: none"> <li>1. Fostering corporate entrepreneurship</li> <li>2. Innovation within organizations through intrapreneurship</li> <li>3. Social entrepreneurship explained</li> <li>4. Inspirational social entrepreneur!</li> <li>5. <a href="https://www.coursera.org/learn/corporate-entrepreneurship-project">https://www.coursera.org/learn/corporate-entrepreneurship-project</a></li> <li>6. Introduction to Social Innovation</li> <li>7. The skill of self-confidence</li> <li>8. Stanford Social Innovation Review</li> <li>9. Slow ideas</li> <li>10. Social Entrepreneurship: The Case for Definition</li> <li>11. Identifying Social Entrepreneurship Opportunities</li> </ol>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IE202A.1	-	3	-	-	-	-
23IE202A.2	-	-	3	-	-	-
23IE202A.3	3	-	-	-	-	-
23IE202A.4	-	-	-	-	3	-
23IE202A.5	-	-	-	-	-	3
23IE202A.6	-	-	-	3	-	-



<b>NEW VENTURE ESTABLISHMENT AND MANAGEMENT</b>			
Course Code	23IE202B	CIE Marks	50
Teaching Hours/Week (L: T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<b>Course Learning Objectives:</b> 1.To examine the identification and recognition of opportunities 2.To analyse the role of feasibility analysis in developing successful business ideas 3.To discuss the importance of business models			
<b>Module-1</b>			
The decision to Become an Entrepreneur-Passion for the Business-Types of Start-Up Firms-Identifying and Recognizing Opportunities-Finding gaps in the Marketplace-The Opportunity Recognition Process-Techniques for Generating Ideas-Protecting Ideas from Being Lost or Stolen.			<b>10 Hours</b>
<b>Module-2</b>			
Feasibility analysis-Role of Feasibility Analysis in Developing Successful Business Ideas-Product/service feasibility analysis-Industry/target market feasibility-Organizational feasibility analysis-Financial feasibility analysis.			<b>10 Hours</b>
<b>Module-3</b>			
Business Plan-Reasons for Writing a Business Plan-Who Reads the Business Plan—And what are they looking for? - Guidelines for Writing a Business Plan-Outline of The Business Plan-Presenting The Business Plan.			<b>10 Hours</b>
<b>Module-4</b>			
Industry and competitor analysis-Studying Industry Trends-The Five Forces Model-Industry Types and the Opportunities They Offer-Competitor Analysis –Identifying Competitors-Sources of Competitive Intelligence.			<b>10 Hours</b>
<b>Module-5</b>			
Developing an Effective Business Model-Importance of Business Models-Diversity of Business Models-Components of an Effective Business Model. Creating A New-Venture Team-Recruiting and Selecting Key Employees-The Roles of the Board of Directors-Preparing for and evaluating the challenges of growth-Staying Committed to a Core Strategy-Appropriate Reasons for the Firm Growth-Managing Growth-Knowing and Managing the Stages of Growth-Challenges of Growth –Strategies for Firm Growth.			<b>10 Hours</b>
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IE202B.1	Examine the identification and recognition of opportunities.		
23IE202B.2	Analyse the role of feasibility analysis in developing successful business ideas.		
23IE202B.3	Explain the guidelines for writing a business plan.		
23IE202B.4	Analyse the industry and the competitors.		
23IE202B.5	Examine the developing of an effective business model.		
23IE202B.6	Analyse the aspects of managing growth.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Entrepreneurship: Successfully Launching New Ventures	Bruce R. Barringer and R. Duane Ireland	Pearson Education, Inc	2012
2	Entrepreneurship and New Value Creation	Alain Fayolle	Cambridge University Press	2007
3	New Venture Creation: Entrepreneurship for the 23 <sup>st</sup> Century	Jeffry A. Timmons and Stephen Spinelli	<u>McGraw-Hill/Irwin</u>	2007
<b>Reference Books</b>				
1	New Venture Management: The Entrepreneur's Roadmap	Donald F. Kuratko and Jeffrey S. Hornsby	Taylor & Francis	2017
2	New Venture Creation: A Framework for Entrepreneurial Start-Ups	Paul Burns	Palgrave-Macmillan Education	2018
3	New Venture Creation: An Innovator's Guide to Entrepreneurship	Marc H. Meyer and Frederick G. Crane	SAGE	2013
<b>Weblinks/Video Lectures/MOOCs</b>				
<ol style="list-style-type: none"> <li>1. Laying the Foundation</li> <li>2. Why does the lean start-up changes everything</li> <li>3. Value proposition canvas explained</li> <li>4. TAM SAM SOM – what it means and why it matters</li> <li>5. 5 steps for building a great start up team</li> <li>6. What is customer discovery?</li> <li>7. What do you ask for Customer discovery!</li> <li>8. Business Venture Planning and Establishment</li> </ol>				

### Course Articulation Matrix

Course Outcomes (Cos)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IE202B.1</b>	<b>3</b>	<b>2</b>	-	-	-	<b>2</b>
<b>23IE202B.2</b>	-	<b>2</b>	-	<b>2</b>	-	-
<b>23IE202B.3</b>	<b>1</b>	<b>1</b>	<b>3</b>	-	-	-
<b>23IE202B.4</b>	-	<b>1</b>	-	<b>2</b>	-	<b>1</b>
<b>23IE202B.5</b>	<b>3</b>	-	-	-	<b>3</b>	-
<b>23IE202B.6</b>	-	-	-	-	<b>3</b>	<b>2</b>

<b>CAPSTONE PROJECT-III: BUSINESS MODEL FIT- ENTERPRISE PLANNING</b>			
Course Code	23IEP203	CIE Marks	50
Teaching Hours/Week (L: T:P)	(0:0:8)	SEE Marks	50
Credits	04	Exam Hours	-
<b>Course Learning Objectives:</b>			
1. To describe the customer value proposition 2. To analyse the cost structure, customer segments and key resources 3. To describe the key processes.			
<b>Development of Business Model for the Innovation Capstone Project:</b>			
<p>A business model describes the value an organization offers to its customers. It illustrates the capabilities and resources required to create, market and deliver this value, and to generate profitable, sustainable revenue streams. The business model determines the external relationships with suppliers, customers and partners. However, it is primarily focused on the company's business processes. business model describes the ability of the company to support a new product idea.</p> <p>The business model focuses on how a start-up/entrepreneurial venture captures some of the value for itself. It determines the viability of the company. The business model focuses on coordinating internal and external processes to determine how the start-up interacts with solution partners, distribution channels and customers.</p>			
<b>Suggested contents:</b>			
<ul style="list-style-type: none"> <li>• Customer value proposition</li> <li>• Cost structure</li> <li>• Customer segments</li> <li>• Key resources</li> <li>• Customer relationships</li> <li>• Key processes</li> <li>• Distribution channels</li> <li>• Key partners</li> <li>• Revenue streams</li> </ul>			
<b>Mode of Evaluation:</b> Periodic reviews, Presentations, Final viva			
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IEP203.1	Examine the customer value proposition.		
23IEP203.2	Analyse the cost structure.		
23IEP203.3	Analyse the customer segments.		
23IEP203.4	Discuss the key processes.		
23IEP203.5	Analyse the distribution channels.		
23IEP203.6	Analyse the revenue streams.		

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IEP203.1</b>	<b>3</b>	-	-	-	-	-
<b>23IEP203.2</b>	-	<b>3</b>	-	-	-	-
<b>23IEP203.3</b>	-	-	-	<b>2</b>	-	-
<b>23IEP203.4</b>	-	<b>3</b>	-	<b>2</b>	-	-
<b>23IEP203.5</b>	-	<b>3</b>	-	-	-	-
<b>23IEP203.6</b>	-	-	-	<b>3</b>	-	-

## **Guidelines for 23IEP203-Capstone Project-III: Business Model Fit- Enterprise Planning**

### **Contents**

- Cover page
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- Declaration by the Student
- Acknowledgements
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- Executive summary

**Chapter 1: Introduction:** Customer value proposition, Customer segments and customer relationships.

**Chapter 2: Key Resources-** Human resource planning- Key resources and processes

**Chapter 3: Distribution channels-** Type of distribution channel adopted for the business, information of key partners.

**Chapter 4: Cost structure and Revenue Streams-** Cost elements, costing system and the revenue streams.

**Chapter 5: Conclusion**

**Bibliography**

**Annexures:**

- **Questionnaire for feedback**
- **Plagiarism report**

### **Capstone project – III: Report Evaluation**

- Internal assessment (CIE) by the internal guide
- Internal evaluation will be done by the guide/internal examiner.
- External valuation shall be done by a faculty member of other institute with minimum of 10 years' experience/ expert from the industry.
- The Viva-Voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- The viva –voce examination will be conducted by the Guide/Faculty having 10 years' experience (internal examiner) and an external examiner drawn from other Institute with minimum of 10 years of experience/expert from the industry.
- Capstone project -III carries 100 marks consisting of 50 marks for internal assessment (CIE) by the internal guide, average of 25 marks from both internal and external evaluation and 25 marks for viva-voce examination. Minimum passing marks of the Capstone Project 50% in each of the components such as internal assessment (CIE), report evaluation and viva-voce examination.
- Capstone project report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1inch margin all sides (1.5inch on left side) and 1.5-line spacing. The capstone project report shall not exceed 100 pages.
- Submission of Report: Students should submit three hard copies of the Capstone Project Report along with an electronic copy in PDF format.
- The report shall be hard bound with facing sheet of **White Colour**
- Plagiarism: It is compulsory for the student to get the plagiarism check done before submission of the capstone project report. **The permitted similarity index is <=10%.**

### Allotment of marks for Capstone Project-III

Sl.No	Particulars	Marks Allotted
1.	Internal Assessment by the Guide based the presentations by Students (CIE)	<b>50</b>
2.	Capstone Report Evaluation by the Guide/Internal examiner & External Examiner -Average of the marks awarded by the two Examiners shall be the final evaluation marks for the capstone project-I	<b>25</b>
3.	Viva-Voce Examination to be conducted by the Guide/Internal examiner and an External examiner from the Industry/ Institute (Joint Evaluation)	<b>25</b>
<b>Total</b>		<b>100</b>

#### Rubrics for Capstone Project-III Evaluation and Viva voce Examination

##### A. Internal Assessment by the Guide.

Sl.No	Aspects	Marks Allotted	CIE Components
1	Presentation mechanics	5	<i>CIE Component - I (25 Marks)</i>
2	Presentation content	5	
3	Presentation-Supporting materials	5	
4	Initiative, independence in problem solving.	5	
5	Scope fulfilment	5	
6	Customer value proposition and customer relationships	5	<i>CIE Component - II (25 Marks)</i>
7	Customer segments	5	
8	Key resources and processes	5	
9	Distribution channels	5	
10	Cost structure and revenue streams	5	
<b>Total</b>		<b>50</b>	<b>50</b>

##### B. Report Evaluation by the Guide & External Examiner. Average of the marks awarded by the two Examiners shall be the final marks.

Sl.No	Aspects	Marks Allotted
1	Introduction: Customer value proposition and customer relationships	5
2	Customer segments	5
3	Key resources and processes	5
4	Distribution channels, Cost structure and revenue streams	5
5	Conclusion	5
<b>Total</b>		<b>25</b>

##### C. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)

Sl.No	Aspects	Marks allotted
1	Presentation Skill	5
2	Communication Skill	5
3	Customer value proposition, customer relationships and Customer segments	5
4	Key resources and processes	5
5	Distribution channels, Cost structure and revenue streams	5
<b>Total</b>		<b>25</b>

**Note: Formats are given below:**

## **Capstone Project -III**

### **Business Model Fit- Enterprise Planning**

**Submitted by**

**Student Name**

**(USN)**

**Submitted to**

**St. Joseph Engineering College  
(An Autonomous Institution)**

**In partial fulfillment of the requirements for the award of the  
degree of  
MASTER OF BUSINESS ADMINISTRATION  
Innovation, Entrepreneurship and Venture Development**

**Under the guidance of**

**INTERNAL GUIDE  
(Name & Designation)**



**Department of Business Administration  
St. Joseph Engineering College, Mangaluru – 575 028**

**October 2024**

## DECLARATION

I, (Student Name), hereby declare that the Capstone Project -III Business Model Fit-Enterprise Planning is prepared by me under the guidance of (Guide Name), (Department) (Institute name). I also declare that this Capstone Project -III Business Model Fit- Enterprise Planning is towards the partial fulfillment of the university/college Regulations for the award of degree of Master of Business Administration-Innovation, Entrepreneurship and Venture Development by Visvesvaraya Technological University, Belagavi. I further declare that this Capstone Project is based on the original work undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place:**

**Signature of the Student**

**Date:**

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<b>ENTERPRISE RESIDENCY LEARNING PROGRAM AT INCUBATION UNIT/ACCELERATION CENTRE</b>			
Course Code	23IEV204	CIE Marks	50
Teaching Hours/Week (L:T:P)	(0:0:24)	SEE Marks	50
Credits	12	Exam Hours	-
<b>Course Learning Objectives:</b>			
1.To examine the business basics			
2. To discuss the networking opportunities			
3. To evaluate the marketing, finance, regulatory aspects of start up			
<b>Enterprise Residency Learning Program at Incubation Unit/Acceleration Centre</b>			
Incubators help entrepreneurs solve some of the problems commonly associated with running a startup by providing workspace, seed funding, mentoring, and training. The purpose of a startup incubator is to help entrepreneurs grow their business.			
The student will work to develop a proposal to start a new venture/start up. The purpose of this action learning is to work with engineers and entrepreneurs-in-residence in the institute's incubation centre to understand required technical capabilities, translate those capabilities to the language of business, and identify innovative business solutions to incubate.			
<b>Suggested contents:</b>			
<ul style="list-style-type: none"> <li>• Business basics</li> <li>• Networking</li> <li>• Marketing assistance</li> <li>• Access to angel investors or venture capital</li> <li>• Comprehensive business training programs</li> <li>• Advisory board and mentors</li> <li>• Management team identification</li> <li>• Technology commercialization assistance</li> <li>• Help with regulatory compliance</li> <li>• Intellectual property management and legal counsel</li> </ul>			
<b>Mode of Evaluation:</b> Periodic reviews, Presentations, Final viva			
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IEV204.1	Analyse the business basics.		
23IEV204.2	Discuss the networking opportunities.		
23IEV204.3	Examine the marketing aspects.		
23IEV204.4	Evaluate the access to angel investors or venture capital.		
23IEV204.5	Analyse the legal and IP related issues.		
23IEV204.6	Choose the management team.		

#### **Course Articulation Matrix**

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IEV204.1</b>	<b>3</b>	-	-	-	-	-
<b>23IEV204.2</b>	-	<b>3</b>	-	-	-	-
<b>23IEV204.3</b>	-	-	-	<b>3</b>	-	-
<b>23IEV204.4</b>	-	-	-	<b>3</b>	-	<b>3</b>
<b>23IEV204.5</b>	-	-	-	-	-	<b>3</b>
<b>23IEV204.6</b>	-	-	-	-	<b>3</b>	-



## **Guidelines for 23IEV204- Enterprise Residency Learning Program at Incubation Unit/Acceleration Centre**

### **Contents**

- Cover page
- Certificate from the Guide, Dean and Principal
- Declaration by the Student
- Acknowledgements
- Table of contents
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- Executive summary

**Chapter 1: Introduction:** Business basics, networking

**Chapter 2: Marketing and Financial Planning:** Marketing Assistance-Financial planning- Access to angel investors or Venture capital

**Chapter 3: Management team:** Advisory board and mentors- Identification of management team-Business training programs

**Chapter 4: Technology and Regulatory Aspects:** Technology commercialization-regulatory compliance and IPR management and legal aspects.

**Chapter 5: Conclusion**

**Bibliography**

**Annexure:**

- **Plagiarism report**

### **Report Evaluation**

- Internal assessment (CIE) by the internal guide.
- Internal evaluation will be done by the guide/internal examiner.
- External valuation shall be done by a faculty member of other institute with minimum of 10 years' experience/ expert from the industry.
- Viva-Voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- The viva –voce examination will be conducted by the Guide/Faculty having 10 years' experience (internal examiner) and an external examiner drawn from other Institute with minimum of 10 years of experience/expert from the industry.
- Enterprise Residency Learning Program at Incubation Unit/Acceleration Centre carries 100 marks consisting of 50 marks for internal assessment (CIE) by the internal guide, average of 25 marks from both internal and external evaluation and 25 marks for viva-voce examination. Minimum passing marks is 50% in each of the components such as internal assessment (CIE), report evaluation and viva-voce examination.
- The report of Enterprise Residency Learning Program at Incubation Unit/Acceleration Centre shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1inch margin all sides (1.5inch on left side) and 1.5 line spacing. The capstone project report shall not exceed 100 pages.
- Submission of Report: Students should submit three hard copies of the report of Enterprise Residency Learning Program at Incubation Unit/Acceleration Centre along with an electronic copy in PDF format.

- The report shall be hard bound with a facing sheet of **white Colour**.
- Plagiarism: It is compulsory for the student to get the plagiarism check done before submission of the capstone project report. **The permitted similarity index is  $\leq 10\%$ .**

#### Allotment of marks for Report

Sl.No	Particulars	Marks Allotted
1.	Internal Assessment by the Guide based the presentations by Students (CIE)	<b>50</b>
2.	Capstone Report Evaluation by the Guide/Internal examiner & External Examiner -Average of the marks awarded by the two Examiners shall be the final evaluation marks for the capstone project-I	<b>25</b>
3.	Viva-Voce Examination to be conducted by the Guide/internal examiner and an External examiner from the Industry/ Institute (Joint Evaluation)	<b>25</b>
<b>Total</b>		<b>100</b>

#### Rubrics for Enterprise Residency Learning Program at Incubation Unit/Acceleration Centre

##### A. Internal Assessment by the Guide [CIE]

Sl.No	Aspects	Marks Allotted	CIE Components
1	Presentation mechanics	5	<i>CIE Component -I (25 Marks)</i>
2	Presentation content	5	
3	Presentation-Supporting materials	5	
4	Initiative, independence in problem solving.	5	
5	Scope fulfilment	5	
6	Business basics, networking	5	<i>CIE Component -II (25 Marks)</i>
7	Marketing and Financial Planning	5	
8	Management team- Advisory board and mentors	5	
9	Technology commercialisation	5	
10	Regulatory Aspects	5	
<b>Total</b>		<b>50</b>	<b>50</b>

##### B. Report Evaluation by the Guide/internal examiner & External Examiner. Average of the marks awarded by the two Examiners shall be the final marks.

Sl.No	Aspects	Marks Allotted
1	Business basics, networking	5
2	Marketing and Financial Planning	5
3	Management team- Advisory board and mentors	5
4	Technology commercialisation	5
5	Regulatory Aspects	5
<b>Total</b>		<b>25</b>

##### C. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)

Sl.No	Aspects	Marks allotted
1	Presentation Skill	5
2	Communication Skill	5
3	Business basics, networking, marketing and financial Planning	5
4	Management team- Advisory board and mentors	5
5	Technology and Regulatory Aspects	5
<b>Total</b>		<b>25</b>

**Report of Enterprise Residency Learning Program at Incubation  
Unit/Acceleration Centre**

**Submitted by**

**Student Name**

**(USN)**

**Submitted to**

**St. Joseph Engineering College  
(An Autonomous Institution)**

**In partial fulfillment of the requirements for the award of the  
degree of**

**MASTER OF BUSINESS ADMINISTRATION- Innovation,  
Entrepreneurship and Venture Development**

**Under the guidance of**

**INTERNAL GUIDE  
(Name & Designation)**



**Department of Business Administration  
St. Joseph Engineering College, Mangaluru – 575 028**

**October 2024**

## DECLARATION

I, (Student Name), hereby declare that the Report of Enterprise Residency Learning Program at Incubation Unit/Acceleration Centre is prepared by me under the guidance of (Guide Name), (Department) (Institute name). I also declare that this Report of Enterprise Residency Learning Program at Incubation Unit/Acceleration Centre is towards the partial fulfillment of the university/college Regulations for the award of degree of Master of Business Administration-Innovation, Entrepreneurship and Venture Development by Visvesvaraya Technological University, Belagavi. I further declare that this Report is based on the original work undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place:**

**Signature of the Student**

**Date:**

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<b>Annexure: Plagiarism report</b>		

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## THIRD SEMESTER SYLLABUS

<b>VENTURE FINANCING</b>			
Course Code	23IEV301	CIE Marks	50
Teaching Hours/Week (L:T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<b>Course Learning Objectives:</b> <ol style="list-style-type: none"> <li>1. Discuss entrepreneurial finance and its role.</li> <li>2. Examine venture capital and angel investing as sources of venture financing.</li> <li>3. Analyse investment Management, staged financing and exits</li> </ol>			
<b>Module-1</b>			
Entrepreneurial finance-Principles and role-The successful Venture life cycle-Life cycle stages and the entrepreneurial process-Financing through the venture life cycle			<b>10 Hours</b>
<b>Module-2</b>			
Entrepreneurial venturing and financing-Venture capital/Private equity-Business angels-types-Business Angels (BAs) Versus Venture Capital-Investment characteristics of business angels and venture capitalists-Business Angel Investment Process-Deal Negotiation and the Deal Agreement			<b>10 Hours</b>
<b>Module-3</b>			
Alternative sources of financing-Bootstrapping-Credit cards-Business loans-Friends and family- Incubators-crowdfunding-factoring-venture debt- Grants and Subsidies.			<b>10 Hours</b>
<b>Module-4</b>			
Investment rounds-Friends and family-Micro seed round-Seed round-Series A round-B,C,D investment rounds-Deciding investment amounts and prospects-Needed, realistic and Ideal Investment levels-Identifying prospective investors-Ways to contact investors. Investment Management, Staged Financing, and Exits-Entrepreneur-Investor Relationship-Post Investment Management-Staged Financing-Venture Growth and Scalability-Investment Exits-Exit Options: Trade sale, Management buyout, Financial Sale, Strategic Sale, Initial Public Offering (IPO)			<b>10 Hours</b>
<b>Module-5</b>			
Institutional Finance to Entrepreneurs in India -Institution & Schemes of Govt. of India – NABARD – IDBI – IFCI – ICICI – EXIM Bank – DIC - DRDA – Local banks – Rules – Schemes and Programmes- Training organizations of schemes for entrepreneurs- Incentives and concessions to Entrepreneurs			<b>10 Hours</b>
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IEV301.1	Identify, by life cycle stage, the relevant types of financing and investors.		
23IEV301.2	Examine venture capital and angel investing as sources of venture financing		
23IEV301.3	Discuss the alternative sources of financing ventures		
23IEV301.4	Analyse investment management, staged financing, and exits		

23IEV301.5	Discuss the institutional finance to Entrepreneurs in India
23IEV301.6	Analyse the incentives and concessions to entrepreneurs

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Entrepreneurial Finance	J. Chris Leach, Ronald W. Melicher	South Western-Cengage Learning	4 <sup>th</sup> ed,2012
2	Financing New Ventures: An Entrepreneur's Guide to Business Angel Investment	Geoffrey Gregson	Business Expert Press	2014
3	The Art of Startup Fundraising	Alejandro Cremades	Wiley	2016
1	Venture Capital & The Finance of Innovation	Andrew Metrick, Ayako Yasuda	John Wiley & Sons, Inc.	2 <sup>nd</sup> ed.,2011
2	Raising - Venture Capital For The Serious Entrepreneur	Dermot Berkery	McGraw-Hill,	2007
3	Raising Venture Capital	Rupert Pearce and Simon Barnes	John Wiley & Sons,Ltd	2006
<b>Web links/Video Lectures</b>				
<a href="https://slideplayer.com/slide/10021519/">https://slideplayer.com/slide/10021519/</a> <a href="https://pt.coursera.org/lecture/entrepreneurship-2/angels-venture-capitalists-pICwe">https://pt.coursera.org/lecture/entrepreneurship-2/angels-venture-capitalists-pICwe</a> <a href="https://www.youtube.com/watch?v=MhQ8pvJOY-M">https://www.youtube.com/watch?v=MhQ8pvJOY-M</a> <a href="https://www.youtube.com/watch?v=nqdF09LbX4Y">https://www.youtube.com/watch?v=nqdF09LbX4Y</a> <a href="https://www.youtube.com/watch?v=zFcoDn6Rwfc">https://www.youtube.com/watch?v=zFcoDn6Rwfc</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
<b>23IEV301.1</b>	<b>3</b>	-	-	-	-	-
<b>23IEV301.2</b>	-	<b>3</b>	-	-	-	-
<b>23IEV301.3</b>	-	<b>3</b>	-	-	-	-
<b>23IEV301.4</b>	-	-	-	<b>3</b>	-	-
<b>23IEV301.5</b>	-	<b>3</b>	-	-	-	-
<b>23IEV301.6</b>	-	-	-	<b>2</b>	-	-

<b>INTELLECTUAL PROPERTY RIGHTS AND MANAGEMENT STRATEGIES</b>			
Course Code	23IEV302	CIE Marks	50
Teaching Hours/Week (L: T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives:			
<ol style="list-style-type: none"> <li>1. To discuss the Intellectual Property System in India</li> <li>2. To explain the patents, copyrights Trademarks, Industrial designs, and GI law in India</li> <li>3. To examine the IP management strategies and various schemes/initiatives by the GOI to promote IPR in startups and MSME</li> </ol>			
<b>Module-1</b>			
Introduction to Intellectual Property and its importance- Classification of IPRs- IP System in India-Development of TRIPS Complied Regime in India- National IPR Policy of India- Objectives and provisions. The Patents Act- Product/Process Patents- Patentability Criteria- Inventions Not Patentable- Patent Application and Grant Procedure in India- Milestones in Indian Patent Law- Assignment and Licensing of Patents- Infringement of Patent rights- Remedies- Patent Databases & Patent Information System Case Study: Novartis in India, Bajaj Auto Ltd vs. TVS Motor Company			
			<b>10 Hours</b>
<b>Module-2</b>			
Copyright- Author & Ownership of Copyright- Copyright registration in India- Ownership of Copyright- Assignment, Transmission, Licensing of Copyrights- Infringement of Copyright- Remedies- Copyright (Amendment) Act 2012- The Information Technology Act 2000- Copyright pertaining to Software/Internet and other Digital media- Copyright Societies, Office, Board, Registration of Copyrights & Appeals- Anton Piller Order Case Study: Google Library Project.			
			<b>10 Hours</b>
<b>Module-3</b>			
Trade mark- Different kinds of marks- Non-Registrable Trademarks- Procedure for Registration of Trademarks- Assignment/Transmission/Licensing of Trademarks- Infringement of Trade Mark and Remedies- International Conventions- Madrid Protocol- Domain Names Industrial Designs- Registration of Designs- Integrated Circuit Layout Design- Trade Secrets- Geographical Indications (GI) Case Study: L'Oréal Trade Mark Dispute			
			<b>10 Hours</b>
<b>Module-4</b>			
IP Management- Need and Importance- 5C Analysis of Strategic Management of IP- IP Management Process- IP Valuation, Methods- Commercialization Aspects of IPR: IPR Licensing and Business Opportunities from Expired Patents- IP Insurance and Coverage- Risk Management of IP, Types and sources of IP Risks- NDA signing with partners, Employees, and prospective licensees- IP Management Best Practices- IP Management Software, Patent pools and standard essential patents (FRAND and RAND)			
			<b>10 Hours</b>
<b>Module-5</b>			
IP strategy for Start-ups and MSME- Importance of IP for Start-ups and SMEs (operationally and strategically)- IP Support Program under MeitY- IP Facilitation Centers (IPFCs)- Government Initiatives and Fund-Raising Aspects for IPR- IPR Consultation and Awareness at DPIIT- IPR promotion initiatives for MSME by DCMSME, GOI.			
			<b>10 Hours</b>

<b>Course Outcomes:</b>	
At the end of the course, the student will be able to:	
23IEV302.1	To discuss the Intellectual Property Rights, particularly the Patent Law
23IEV302.2	To explain the legal aspects of copyrights.
23IEV302.3	To explain the legal aspects of trademarks, Industrial Designs, Trade Secrets, IC Layout designs, and GI
23IEV302.4	To discuss the aspects of intellectual property management.
23IEV302.5	To discuss the Role of IPR for Startups and MSME
23IEV302.6	To discuss the various initiatives and schemes by GOI to support IPI in start-ups and MSMEs

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Intellectual Property Rights	Neeraj Pandey, and Khushdeep Dharni	PHI Learning	2014
2	Intellectual Property Asset Management	David Bainbridge and Claire Howell	Routledge	2014
3	Law Relating to Intellectual Property Rights	Virendra Kumar Ahuja	LexisNexis Butterworths	2007
<b>Reference Books</b>				
1	Law Relating to Intellectual Property	Sreenivasulu N.S .	Partridge Publishing India	2013
2	Intellectual Property Rights:Text and Cases	Rajagopalan Radhakrishnan .	Excel Books	2008
3	Fundamentals of Intellectual Property Rights	B. Ramakrishna and H. S. Anil Kumar	Notion Press	2017
<b>Web links/Video Lectures</b>				
<a href="https://dpiit.gov.in/policies-rules-and-acts/policies/national-ipr-policy">https://dpiit.gov.in/policies-rules-and-acts/policies/national-ipr-policy</a> <a href="https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf">https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf</a> <a href="https://corpbiz.io/learning/design-infringement-in-india/">https://corpbiz.io/learning/design-infringement-in-india/</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IEV302.1	3	-	-	-	-	-
23IEV302.2	-	-	-	3	-	-
23IEV302.3	-	-	-	3	-	-
23IEV302.4	-	-	-	3	-	-
23IEV302.5	-	-	-	-	1	-
23IEV302.6	-	-	-	2	-	-



<b>DIGITAL MARKETING OF INNOVATIONS</b>			
Course Code	23IE303A	CIE Marks	50
Teaching Hours/Week (L: T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<b>Course Learning Objectives:</b> 1.To discuss the framework for developing a digital marketing strategy. 2.To evaluate the impact of digital media and technology on the marketing mix 3.To analyse marketing communications using digital media channels			
<b>Module-1</b>			
Innovation marketing- Introduction-Why Great Innovation Needs Great Marketing-Digital Marketing Fundamentals- Digital marketing and multichannel marketing-Paid, owned and earned media -The intersection of the three key online media types-The growing range of digital marketing platforms-Key features of digital marketing strategy-Benefits of digital marketing-5 Ss of internet marketing-Different forms of online presence-Framework for developing a digital marketing strategy.			
			<b>10 Hours</b>
<b>Module-2</b>			
Digital marketing communications -Introduction-Relationship between digital and traditional communications-Using digital media channels to support business objectives- Key types of digital media channels-Different types of social media marketing tools-Benefits of digital media-Key challenges of digital communications-Case study of eBay			
			<b>10 Hours</b>
<b>Module-3</b>			
Digital marketing strategy-Digital marketing strategy as a channel marketing strategy -The scope of digital marketing strategy-How to structure a digital marketing strategy -Situation analysis-Strategy formulation for digital marketing.			
			<b>10 Hours</b>
<b>Module-4</b>			
Impact of digital media and technology on the marketing mix-Using the Internet to vary the marketing mix-Product, Place of purchase Price, Promotion-Service elements: People, process and physical evidence Relationship marketing using digital platforms-From e-CRM to social CRM -The challenge of customer engagement-Benefits of using e-CRM to support customer engagement -Marketing applications of e-CRM –Customer lifecycle management-Using digital media to increase customer loyalty and value.			
			<b>10 Hours</b>
<b>Module-5</b>			
Marketing communications using digital media channels-Search engine marketing-Search engine optimisation-Paid search marketing-Online public relations-Affiliate marketing-email marketing-social media and viral marketing.			
			<b>10 Hours</b>
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IE303A.1	To explain the fundamentals of digital marketing and multichannel marketing.		
23IE303A.2	To explain the usage of digital media channels to support business objectives.		
23IE303A.3	To examine the strategy formulation for digital marketing.		

23IE303A.4	To assess the impact of digital media and technology on the marketing mix.
23IE303A.5	To analyse marketing communications using digital media channels.
23IE303A.6	To examine social media and viral marketing.

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Digital Marketing	Dave Chaffey and Fiona Ellis-Chadwick	Pearson Education Limited	Sixth edition, 2016
2	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page Limited	2016
3	Digital Marketing: A Practical Approach	Alan Charlesworth	Routledge	Third Edition
<b>Web links/Video Lectures</b>				
1.	<a href="https://www.youtube.com/watch?v=1mTQs86wXz8">https://www.youtube.com/watch?v=1mTQs86wXz8</a>			
2.	<a href="https://www.youtube.com/watch?v=MmfaZV96x7A">https://www.youtube.com/watch?v=MmfaZV96x7A</a>			
3.	<a href="https://www.youtube.com/watch?v=dxOGKCODSXI">https://www.youtube.com/watch?v=dxOGKCODSXI</a>			
4.	<a href="https://www.youtube.com/watch?v=ghFwpoH71NM">https://www.youtube.com/watch?v=ghFwpoH71NM</a>			

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IE303A.1	3	-	-	-	-	-
23IE303A.2	-	3	-	-	-	-
23IE303A.3	-	-	-	-	3	-
23IE303A.4	-	3	-	-	-	-
23IE303A.5	-	-	-	3	-	-
23IE303A.6	-	-	-	3	-	-

<b>VENTURE GROWTH STRATEGIES</b>			
Course Code	23IE303B	CIE Marks	50
Teaching Hours/Week (L: T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<b>Course Learning Objectives:</b> <ol style="list-style-type: none"> <li>1. To discuss dimensions of growth and growth barriers</li> <li>2. To explain the measurement of growth</li> <li>3. To analyse the financing and people aspects of growth</li> </ol>			
<b>Module-1</b>			
Venture growth-Introduction- Stages of growth-Leadership versus management-Modelling growth-Horizons of growth-Using growth models-Growth enablers and drivers-Growth Barriers-Internal barriers-external barriers-Growth planning: SWOT and LEPEST. <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-2</b>			
Five Dimensions of Growth- Growth via New or Current Customers- Growth via New or Current Geographies- Growth via Building or Acquiring New Products- Growth from Current or New Capabilities- Growth via Culture- Case studies- Opportunities for growth in India <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-3</b>			
Measuring growth-Revenue, Turnover and sales-Market share-Profit/income-Growth from shareholders perspective-Range and depth-Other measures-Difficulties of assessment and interpretation-Pace and capacity <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-4</b>			
Financing growth-Generating and managing cash-Managing the investment in growth-External sources of finance-Equity finance-Going public People and growth-Recruitment-Getting best from people-Remuneration-Team effort-Intangible strengths and vulnerabilities <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-5</b>			
Different types of growth-organic growth-Growth by acquisition-Undervalued companies-Injecting new ideas and talent-Management buyouts-Growth by merger-Other routes of growth-The changing nature of growth <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IE303B.1	To explain the growth enablers and the drivers of growth.		
23IE303B.2	To examine the five dimensions of growth.		
23IE303B.3	To measure the growth in terms of revenue, turnover and sales.		
23IE303B.4	To examine the financing growth and people and growth.		
23IE303B.5	To discuss the different types of growth.		
23IE303B.6	To explain the changing nature of growth.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Guide to Managing Growth	Rupert Merson	John Wiley and Sons	2011
2	Disciplined Growth Strategies	Peter S. Cohan	Apress	2017
3	Business Development: A guide to small business strategy	David Butler	Butterworth-Heinemann	2001
<b>Reference Books</b>				
1	The Strategic Drucker	Robert W. Swaim	John Wiley & Sons (Asia) Pte. Ltd	2010
2	The Entrepreneur's Growth Startup Handbook	David N. Feldman	John Wiley & Sons	2013
3	Energize Growth® Now	Lisa Nirell	John Wiley & Sons, Inc.	2009
<b>Web links/Video Lectures</b>				
<a href="https://www.mckinsey.com/featured-insights/employment-and-growth/indias-ascent-five-opportunities-for-growth-and-transformation">https://www.mckinsey.com/featured-insights/employment-and-growth/indias-ascent-five-opportunities-for-growth-and-transformation</a>				
<a href="https://hbr.org/2016/05/the-greatest-barriers-to-growth-according-to-executives">https://hbr.org/2016/05/the-greatest-barriers-to-growth-according-to-executives</a>				
<a href="https://www.digitalsilk.com/stages-of-business-growth">https://www.digitalsilk.com/stages-of-business-growth</a>				
<a href="https://www1.chester.ac.uk/business-growth/case-studies">https://www1.chester.ac.uk/business-growth/case-studies</a>				
<a href="https://www.klipfolio.com/resources/kpi-examples/sales/sales-growth">https://www.klipfolio.com/resources/kpi-examples/sales/sales-growth</a>				
<a href="https://hingemarketing.com/blog/story/mergers-and-acquisitions-as-part-of-your-growth-strategy">https://hingemarketing.com/blog/story/mergers-and-acquisitions-as-part-of-your-growth-strategy</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IE303B.1	3	-	-	-	-	-
23IE303B.2	-	2	-	-	-	-
23IE303B.3	-	3	-	-	-	-
23IE303B.4	-	-	-	2	-	-
23IE303B.5	-	3	-	-	-	3
23IE303B.6	-	-	-	-	3	-

<b>BUYING/SELLING A SMALL BUSINESS</b>			
Course Code	23IE304A	CIE Marks	50
Teaching Hours/Week (L: T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives:			
<ol style="list-style-type: none"> <li>1. To discuss the entrepreneurship through acquisition</li> <li>2. To examine the aspects of making an offer</li> <li>3. To explain the completion of acquisition and post-acquisition transition</li> </ol>			
<b>Module-1</b>			
Entrepreneurship through acquisition-The acquisition process-Preparing for search, Anticipating the cost of search, Parameters of search, Scope and budgeting for search-Finding the right small business to buy-Managing the search effectively.			<b>10 Hours</b>
<b>Module-2</b>			
Deciding why, when and how to sell your business-Driving forces to sell the business-Prioritising the motivation-The routes to successful small business sales-setting the goals and objectives.			<b>10 Hours</b>
<b>Module-3</b>			
Preparing the small business for sale-Pre sale to do list-Necessary Documentation-Choosing the sales team-setting the asking price-preparing a selling memo-Marketing aspects.			<b>10 Hours</b>
<b>Module-4</b>			
Making an offer-Preliminary due diligence-Deal terms: Deal structure, financing, timing and other fundamental aspects. Completing the acquisition-Confirmatory due diligence-Raising debt- Raising acquisition equity-Negotiating the purchase agreement-Closing and beyond.			<b>10 Hours</b>
<b>Module-5</b>			
Managing the transition-post acquisition integration- strategies for post acquisition success-post acquisition growth strategies-Human aspects			<b>10 Hours</b>
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IE304A.1	To explain the process of acquisition.		
23IE304A.2	To examine the driving forces to sell the business.		
23IE304A.3	To discuss the details of preparing the small business for sale.		
23IE304A.4	To explain the deal structure, financing, timing, and other fundamental aspects.		
23IE304A.5	To explain the post-acquisition transition.		
23IE304A.6	To analyse the HR aspects of mergers.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	HBR Guide to Buying a Small Business	Richard S. Ruback and Royce Yudkoff	Harvard Business Review Press	2017
2	The BizBuySell Guide to Selling Your Small Business	Barbara Findlay Schenck	Createspace Independent Pub	2012
3	Buying And Selling A Business:An Entrepreneur's Guide	Jo Haigh ·	Little, Brown Book Group	2013
<b>Reference Books</b>				
1	Buying and Selling a Small Business	Verne A. Bunn	Small Business Administration	1979
2	The Complete Guide to Buying a Business	Fred S. Steingold	NOLO	2015
3	How to Buy And/or Sell a Small Business for Maximum Profit	Rene V. Richards, Constance H. Marse	Atlantic Publishing Group	2013
<b>Web links/Video Lectures</b>				
<a href="https://www.youtube.com/watch?v=ccaGmVeLcto">https://www.youtube.com/watch?v=ccaGmVeLcto</a> <a href="https://www.youtube.com/watch?v=sySyAuU5PGw">https://www.youtube.com/watch?v=sySyAuU5PGw</a> <a href="https://www.youtube.com/watch?v=DkQ4p-C87vo">https://www.youtube.com/watch?v=DkQ4p-C87vo</a> <a href="https://www.forbes.com/sites/allbusiness/2018/07/15/35-step-guide-entrepreneurs-starting-a-business/?sh=38479b5b184b">https://www.forbes.com/sites/allbusiness/2018/07/15/35-step-guide-entrepreneurs-starting-a-business/?sh=38479b5b184b</a> <a href="https://www.youtube.com/watch?v=JiZ6GFC7Lfw">https://www.youtube.com/watch?v=JiZ6GFC7Lfw</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IE304A.1	3	-	-	-	-	-
23IE304A.2	-	3	-	-	-	-
23IE304A.3	-	3	-	-	-	-
23IE304A.4	-	3	-	3	-	-
23IE304A.5	-	-	-	-	3	-
23IE304A.6	-	-	-	-	3	-

<b>PEOPLE MANAGEMENT AND TEAM BUILDING</b>			
Course Code	23IE304B	CIE Marks	50
Teaching Hours/Week (L: T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives:			
1.To discuss the role of HR function			
2.To explain the development of a talent management strategy			
3.To analyse the determinants of high performing teams			
<b>Module-1</b>			
Human Resource Management-Introduction-HR System-Models of HRM-Aims of HRM-Policy goals and Characteristics of HRM-Role of HR function-Organising the HR function-Outsourcing HR work-Evaluating the HR function-HRM Policies-Need for HR policies-HR Policy Areas-Formulating and Implementing HR policies.			
			<b>10 Hours</b>
<b>Module-2</b>			
Human Resource Planning-Role-Aims of Human Resource Planning- The Process of Human Resource Planning-Resourcing strategy- Estimating Future Human Resource Requirements-Action Planning.			
			<b>10 Hours</b>
<b>Module-3</b>			
International HRM- Issues in International HRM- International Organizational Models-Cultural diversity and cross-cultural working-International HR Policies and managing expatriates-International perspectives on learning, training, and talent development -International perspectives on diversity and equality.			
			<b>10 Hours</b>
<b>Module-4</b>			
Talent management- The elements of talent management- Developing A Talent Management Strategy-Attraction Strategies-Retention Strategies-Career Management-Talent management for knowledge workers			
Creating a Talent Management System for Organization Excellence-Steps to Creating a Talent Management System-Institutional Strategies for Dealing with Talent Management Issues-Developing a Talent Management Information Strategy			
			<b>10 Hours</b>
<b>Module-5</b>			
Team Management - Meaning and Concept- Team Management Skills-Types of teams-Characteristics of a Good/Effective Team--Determinants of High-Performing Teams: The Four Cs-Team Composition and Performance-Developing the Competencies of High-Performing Teams-Measurement of Team Competencies-Common Problems Found in Teams-Managing Conflict in The Team.			
			<b>10 Hours</b>
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IE304B.1	To explain the characteristics of HRM		
23IE304B.2	To discuss the process of human resource planning		
23IE304B.3	To discuss the issues in International HRM		
23IE304B.4	To create a talent management system for organization excellence		
23IE304B.5	To examine the determinants of high-performing teams		
23IE304B.6	To explain management of conflict in the team.		

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	A Handbook of Human Resource Management Practice	Michael Armstrong	Kogan Page Limited	Tenth edition 2006
2	The Talent Management Handbook	Lance A. Berger and Dorothy R. Berger	McGraw-Hill	2004
3	Team Building	W. Gibb Dyer Jr., Jeffrey H. Dyer and William G. Dyer	John Wiley & Sons	Fifth Edition, 2013
<b>Reference Books</b>				
1	Strategic Human Resource Management	Michael Armstrong	Kogan Page Limited	Fourth edition 2008
2	Creating High Performance Teams	Ramon J. Aldag and Loren W. Kuzuhara	Routledge	2015
3	Demystifying Talent Management	Kimberly Janson	Maven House Press,	2015
<b>Web links/Video Lectures</b>				
1. <a href="https://www.youtube.com/watch?v=67qjuWIUCtc">https://www.youtube.com/watch?v=67qjuWIUCtc</a> 2. <a href="https://www.youtube.com/watch?v=3svnlB5ORDc">https://www.youtube.com/watch?v=3svnlB5ORDc</a> 3. <a href="https://www.youtube.com/watch?v=Pk8hN7lw_RA">https://www.youtube.com/watch?v=Pk8hN7lw_RA</a> 4. <a href="https://www.youtube.com/watch?v=9zQTC8bBEhs">https://www.youtube.com/watch?v=9zQTC8bBEhs</a> 5. <a href="https://www.youtube.com/watch?v=GA5iBR8KvDU">https://www.youtube.com/watch?v=GA5iBR8KvDU</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IE304B.1	3	-	-	-	-	-
23IE304B.2	3	-	-	-	-	-
23IE304B.3	-	-	-	3	-	-
23IE304B.4	-	-	-	-	3	-
23IE304B.5	-	-	-	-	3	-
23IE304B.6	-	-	3	-	-	-



<b>TECHNOLOGY &amp; GLOBAL BUSINESS LINKAGE OPPORTUNITIES</b>			
Course Code	23IE305A	CIE Marks	50
Teaching Hours/Week (L: T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
<b>Course Learning Objectives:</b> <ol style="list-style-type: none"> <li>1. To examine the impact of Information Technology (IT) on globalization and business</li> <li>2. To discuss the relevance of business networking and creation of new opportunities</li> <li>3. To examine the business models for e-commerce</li> </ol>			
<b>Module-1</b>			
The Importance of Technology in Entrepreneurship-Processes of Globalization-Impact of Information Technology (IT) on Globalization and Business-Categories of information technology: Functional IT, Network IT, Enterprise IT-Emerging technology, and business opportunities <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-2</b>			
Business networking-Benefits of Business Networking-Types of Business Networking-Tips for Networking Success-Goals of Business Networking-Types of Business Networking Organizations-Importance of Business Networking for Start-ups and Entrepreneurs-Significance of international network for business-Business networking and Creation of New Opportunities <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-3</b>			
Technology and Networking-Networking Online and Using social media-Finding Business Networking Forums-Spotting easy referral opportunities-Choosing the Right Platform for Your Business-Networking on Facebook, Twitter and other platforms <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-4</b>			
Digital business and e-commerce-Difference between digital business and e-commerce-Digital business opportunities-Risks and barriers to digital business adoption-Marketplace analysis for e-commerce-Business models for e-commerce-Online start-up companies Digital business strategy-Strategy process models for digital business-Strategic analysis-Strategic objectives-Strategy implementation-Digital business strategy implementation success factors for SMEs-Focus on Aligning and impacting digital business strategies <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Module-5</b>			
International Expansion and Global Market Opportunity Assessment-Global Strategic Choices-Rationale for International Expansion-PESTEL Analysis-PESTEL and Globalization-International-Expansion Entry Modes- Technology and Impact on Global Business. <p style="text-align: right;"><b>10 Hours</b></p>			
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IE305A.1	To explain the role of technology for business opportunities		
23IE305A.2	To discuss the importance of business networking for start-ups and entrepreneurs		
23IE305A.3	To analyse networking online and using social media		
23IE305A.4	To explain the digital business strategy implementation		

23IE305A.5	To assess international expansion and global market opportunity
23IE305A.6	To assess the impact of technology on Global Business

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Business Networking For Dummies	Stefan Thomas	John Wiley & Sons, Ltd.	2014
2	Digital Business and E-Commerce Management	Dave Chaffey	Pearson Education Limited	Sixth edition,2015
3	International Business:Opportunities and Challenges in a Flattening World	Mason Andrew Carpenter and Sanjyot P. Dunung	Flat World Knowledge	2011
<b>Reference Books</b>				
1	International Business	John B. Cullen and K. Praveen Parboteeah	Routledge	2010
2	Happy About® Online Networking	Liz Ryan	Happy About®	2006
3	E-Business and E-Commerce Management	Dave Chaffey	Pearson Education Limited	Fourth Edition,2009
<b>Web links/Video Lectures</b>				
<a href="https://unctad.org/system/files/official-document/diaeed20091_en.pdf">https://unctad.org/system/files/official-document/diaeed20091_en.pdf</a> <a href="https://www.youtube.com/watch?v=AZsIPn3h6Dw">https://www.youtube.com/watch?v=AZsIPn3h6Dw</a> <a href="https://www.mckinsey.com/~media/McKinsey/Business%20Functions/McKinsey%20Digital/Our%20Insights/Digital%20globalization%20The%20new%20era%20of%20global%20flows/MGI-Digital-globalization-Full-report.ashx">https://www.mckinsey.com/~media/McKinsey/Business%20Functions/McKinsey%20Digital/Our%20Insights/Digital%20globalization%20The%20new%20era%20of%20global%20flows/MGI-Digital-globalization-Full-report.ashx</a> <a href="https://www.innovationpolicyplatform.org/www.innovationpolicyplatform.org/content/international-linkages/index.html">https://www.innovationpolicyplatform.org/www.innovationpolicyplatform.org/content/international-linkages/index.html</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IE305A.1	3	-	-	-	-	-
23IE305A.2	-	-	-	-	-	2
23IE305A.3	-	3	-	-	-	-
23IE305A.4	-	-	-	-	3	-
23IE305A.5	-	-	-	3	-	-
23IE305A.6	-	-	-	3	-	-

<b>Science, Education, Technology, Innovation, Start-up Policies in India</b>			
Course Code	23IE305B	CIE Marks	50
Teaching Hours/Week (L:T:P)	(4:0:0)	SEE Marks	50
Credits	04	Exam Hours	03
Course Learning Objectives:			
<ol style="list-style-type: none"> <li>1. To discuss the role of science and technology in entrepreneurship.</li> <li>2. To analyse the role of Technology in Commerce.</li> <li>3. To examine the support to MSMEs and women entrepreneurs</li> </ol>			
<b>Module 1</b>			
Science Technology and Innovation Policy- Scientific Policy Resolution (SPR 1958), Technology Policy Statement (TPS 1983), Science and Technology Policy (STP 2003), Science, Technology and Innovation Policy (STIP 2013). National Innovation and Start-up Policy 2022: Features, components, implementation and guidelines. AGNII (Accelerating Growth of New India's Innovations): Mission, Services and benefits.			
<b>10 Hours</b>			
<b>Module-2</b>			
Technology and Commerce- Fintech laws and regulation, Areas of Fintech, Impact assessment on Payments FinTech, Key Factors leading to success of FinTech companies. Banktech: Guidelines for Digital Lending, Digital banking. InsurTech: Guidelines for funding, technology relevant to Insurtech, Insurance intermediation and distribution models: BIMA, Friendsurance, InsPeer and Guevara, Lemonade, The use of blockchains in insurance.			
<b>10 Hours</b>			
<b>Module-3</b>			
Technology and Start-ups- Start-up India-Action Plan, Atal Innovation Mission (AIM): Objectives and Initiatives, Atal Tinkering Labs (ATL): Objectives, Atal Incubation Centres (AICs): Objectives. Make In India-Sectors and Initiatives, Schemes, Objectives and benefits. Digital India- Background, approach and methodology, programme management structure, pillars and services of digital India.			
<b>10 Hours</b>			
<b>Module 4</b>			
Innovation and technology adoption in MSMEs- Support for MSMEs: Pradhan Mantri Mudra Yojana-Credit Guarantee Trust Fund for Micro & Small Enterprises (CGT SME)- Credit Linked Capital Subsidy for Technology Upgradation (CLCSS)- Design Clinic for Design Expertise to MSMEs.			
<b>10 Hours</b>			
<b>Module 5</b>			
Education and Start-up opportunities for Women and Farmers- Schemes for agricultural entrepreneurs-Animal Husbandry Infrastructure Development Fund-Dairy Entrepreneurship Development Scheme-Livestock Insurance Scheme-Agriculture Infrastructure Fund-Credit facility for farmers-Crop insurance schemes-KCC for animal husbandry and fisheries-National Scheme of Welfare of Fishermen-Pradhan Mantri Kisan Samman Nidhi-Pradhan Mantri Krishi Sinchai Yojana. Support for women entrepreneurs: Support to Training and Employment Programme for Women (STEP) - Trade-Related Entrepreneurship Assistance and Development (TREAD)-The Women Entrepreneurship Platform (WEP): Iccha Shakti, Gyaan Shakti, Karma Shakti			
<b>10 Hours</b>			

<b>Course Outcomes:</b>	
At the end of the course the student will be able to:	
23IE305B.1	To discuss the provisions of Science Technology and Innovation Policy
23IE305B.2	To examine the adoption of technology in commerce
23IE305B.3	To discuss the Start-up policies introduced by GOI.
23IE305B.4	To examine the schemes and support for MSMEs
23IE305B.5	To analyse the schemes for agricultural entrepreneurs in India
23IE305B.6	To analyse the start-up opportunities for women entrepreneurs in India

Sl. No.	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
<b>Textbooks</b>				
1	Entrepreneurial Ecosystems for Tech Start-ups in India	M H Bala Subrahmanya	De Gruyter	Volume 1, 2021
2	Technology Business Incubators in India: Structure, Role and Performance	M H Bala Subrahmanya, H S Krishna	De Gruyter	1 <sup>st</sup> Edition, 2021
3	e Book of Schemes for Micro, Small and Medium Enterprises (MSMEs)	Office of the Development Commissioner (MSME) Ministry of Micro, Small & Medium Enterprises Government of India	MSME	2022
1	Entrepreneurial Development	S S Khanka	S. Chand Limited	18 <sup>th</sup> Edition, 2020
2	Entrepreneurship Development in India	Debasish Biswas and Chanchal Dey	Routledge	1 <sup>st</sup> Edition, 2021
3	Skill Development and Entrepreneurship in India	Rameshwari Pandya	New Century Publications	1 <sup>st</sup> Edition, 2016
<b>Web links/Video Lectures/MOOCs</b>				
<a href="https://api.mic.gov.in/uploads/images/announcements/81345_download.pdf">https://api.mic.gov.in/uploads/images/announcements/81345_download.pdf</a> <a href="https://static.investindia.gov.in/s3fs-public/2022-04/Digital%20Banking%20Guidelines.pdf">https://static.investindia.gov.in/s3fs-public/2022-04/Digital%20Banking%20Guidelines.pdf</a> <a href="https://www.oecd.org/pensions/Technology-and-innovation-in-the-insurance-sector.pdf">https://www.oecd.org/pensions/Technology-and-innovation-in-the-insurance-sector.pdf</a> <a href="https://www.startupindia.gov.in/">https://www.startupindia.gov.in/</a>				

### Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IE305B.1	-	-	-	2	-	-
23IE305B.2	-	-	-	2	-	-
23IE305B.3	-	-	-	3	-	-
23IE305B.4	-	-	-	2	-	-
23IE305B.5	-	-	-	3	-	-
23IE305B.6	-	-	-	2	-	-

## FOURTH SEMESTER SYLLABUS

<b>REAL TIME VENTURE ESTABLISHMENT AND MANAGEMENT IN INCUBATION/ACCELERATION UNIT</b>			
Course Code	23IEV401	CIE Marks	50
Teaching Hours/Week (L:T:P:)	(0:0:20)	SEE Marks	50
Credits	22	Exam Hours	-
<b>Course Learning Objectives:</b>			
1. To decide the name of the enterprise and the ownership pattern 2. To decide on the product mix and markets to serve 3. To create the venture			
<b>Real Time Venture Establishment and Management in Incubation/Acceleration Unit</b>			
<p>Real Time Venture Establishment requires operational actions and decisions. It requires managerial skills of coordination with the various agencies. Project management skills are required. There is lead time from planning to implementation stage. Close monitoring has to be made to see that the venture establishment is as per the plan. Delay will increase the cost and have impact on the finances of the firm.</p> <p>Venture management is a business management practice that focuses on being both innovative and challenging in the realm of introducing what could be a completely new product or entering a promising newly emerging market.</p>			
<b>Suggested contents:</b>			
<ul style="list-style-type: none"> <li>• Selection of the Name of the enterprise</li> <li>• Deciding on the ownership pattern — sole proprietor, partnership, private or public limited company and limited liability partnership</li> <li>• Registration of the firm</li> <li>• Preparation of business plan and project report</li> <li>• Deciding on the product mix and markets to serve</li> <li>• Raising of finance</li> <li>• Recruitment of people</li> <li>• Deciding on the channel of distribution</li> <li>• Hiring or construction of building</li> <li>• Ordering and installation of machinery</li> <li>• Sources of raw materials to be finalized and purchases made.</li> <li>• Commencement of production</li> </ul>			
<b>Mode of Evaluation:</b> Periodic reviews, Presentations, Final viva			
<b>Course Outcomes:</b>			
At the end of the course the student will be able to:			
23IEV401.1	To decide the name of the enterprise and the ownership pattern		
23IEV401.2	To originate the registration of the firm		
23IEV401.3	To decide on the product mix ,sources of raw materials and markets to serve		
23IEV401.4	To choose the channels of distribution.		
23IEV401.5	To examine the financing the venture and recruitment of people.		
23IEV401.6	To decide the commencement of business.		

## Course Articulation Matrix

Course Outcomes (COs)	Program Outcomes (POs)					
	PO1	PO2	PO3	PO4	PO5	PO6
23IEV401.1	3	-	-	-	-	-
23IEV401.2	-	3	-	-	-	-
23IEV401.3	-	-	-	2	-	-
23IEV401.4	-	-	-	2	-	2
23IEV401.5	-	-	-	-	3	3
23IEV401.6	-	-	-	-	-	3

### **Guidelines for 23IEV401-Real Time Venture Establishment and Management in Incubation/ Acceleration Unit**

#### **Contents**

- Cover page
- Certificate from the Guide, Dean and Principal
- Declaration by the Student
- Acknowledgements
- Table of contents
- List of tables
- List of figures
- Executive summary

**Chapter 1: Introduction:** Name of the enterprise-Ownership pattern-Type of the enterprise-Registration details and place of business

**Chapter 2: Business Plan:** The nature of the business and the detailed project report.

**Chapter 3: Product/Service and the Market-** Product profile/Service details-Details of Market

**Chapter 4: Details of Finance, HR and Logistics**

**Chapter 5: Conclusion**

**Bibliography**

**Annexure :**

**Registration Certificate**

## **Real Time Venture Establishment and Management in Incubation/ Acceleration Unit**

### **Report Evaluation**

- Internal assessment (CIE) by the internal guide
- Internal evaluation will be done by the guide/internal examiner.
- External valuation shall be done by a faculty member of other institute with minimum of 10 years' experience/ expert from the industry.
- Viva-Voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- The viva –voce examination will be conducted by the Guide/Faculty having 10 years' experience (internal examiner) and an external examiner drawn from other Institute with minimum of 10 years of experience/expert from the industry.
- Real Time Venture Establishment and Management in Incubation/ Acceleration Unit carries 100 marks consisting of 50 marks for internal assessment (CIE) by the internal guide, average of 25 marks from both internal and external evaluation and 25 marks for viva-voce examination. Minimum passing marks of the Project work is 50% in each of the components such as internal assessment (CIE), report evaluation and viva-voce examination.
- The report of Real Time Venture Establishment and Management in Incubation/ Acceleration Unit shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1inch margin all sides (1.5inch on left side) and 1.5 line spacing. The capstone project report shall not exceed 100 pages.
- Submission of Report: Students should submit three hard copies of the report of Real Time Venture Establishment and Management in Incubation/ Acceleration Unit along with an electronic copy in PDF format.
- The report shall be hard bound with facing sheet of **White Colour**
- Plagiarism: It is compulsory for the student to get the plagiarism check done before submission of the report. **The permitted similarity index is  $\leq 10\%$ .**

### **Allotment of marks for Report of Real Time Venture Establishment and Management in Incubation/ Acceleration Unit**

<b>Sl.No</b>	<b>Particulars</b>	<b>Marks Allotted</b>
1.	Internal Assessment by the Guide based the presentations by Students (CIE)	<b>50</b>
2.	Capstone Report Evaluation by the Guide/Internal examiner & External Examiner -Average of the marks awarded by the two Examiners shall be the final evaluation marks for the capstone project-I	<b>25</b>
3.	Viva-Voce Examination to be conducted by the Guide/internal examiner and an External examiner from the Industry/ Institute (Joint Evaluation)	<b>25</b>
<b>Total</b>		<b>100</b>

**Rubrics for Real Time Venture Establishment and Management in Incubation/ Acceleration Unit**

**A. Internal Assessment by the Guide [CIE]**

Sl.No	Aspects	Marks Allotted	CIE Components
1	Presentation mechanics	5	<i>CIE Component - I (25 Marks)</i>
2	Presentation content	5	
3	Presentation-Supporting materials	5	
4	Initiative/ Innovation in Real Time Venture Establishment	5	
5	Scope fulfilment	5	
6	Details of the Enterprise/ Registration	5	<i>CIE Component - II (25 Marks)</i>
7	Business Plan	5	
8	Product/ Service and Market	5	
9	Details of Finance	5	
10	HR and Logistics	5	
<b>Total</b>		<b>50</b>	<b>50</b>

**B. Report Evaluation by the Guide/internal examiner & External Examiner. Average of the marks awarded by the two Examiners shall be the final marks.**

Sl.No	Aspects	Marks Allotted
1	Details of the Enterprise/ Registration	5
2	Business Plan	5
3	Product/ Service and Market	5
4	Details of Finance	5
5	HR and Logistics	5
<b>Total</b>		<b>25</b>

**C. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)**

Sl.No	Aspects	Marks allotted
1	Presentation Skill	5
2	Communication Skill	5
3	Details of the Enterprise/ Registration	5
4	Business Plan-Product/ Service and Market	5
5	Details of Finance, HR and Logistics	5
<b>Total</b>		<b>25</b>

**Note: Formats are given below:**



**Report of Real Time Venture Establishment and Management in  
Incubation/ Acceleration Unit**

**Submitted by**

**Student Name**

**(USN)**

**Submitted to**

**St. Joseph Engineering College  
(An Autonomous Institution)**

**In partial fulfillment of the requirements for the award of the  
degree of  
MASTER OF BUSINESS ADMINISTRATION-  
Innovation, Entrepreneurship and Venture Development**

**Under the guidance of**

**INTERNAL GUIDE  
(Name & Designation)**



**Department of Business Administration  
St. Joseph Engineering College, Mangaluru – 575 028**

**September 2025**

## DECLARATION

I, (Student Name), hereby declare that the Report of Real Time Venture Establishment and Management in Incubation/ Acceleration Unit is prepared by me under the guidance of (Guide Name), (Department) (Institute name). I also declare that this Report of Real Time Venture Establishment and Management in Incubation/ Acceleration Unit is towards the partial fulfillment of the university/college Regulations for the award of degree of Master of Business Administration-Innovation, Entrepreneurship and Venture Development by Visvesvaraya Technological University, Belagavi. I further declare that this Report is based on the original work undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place:**

**Signature of the Student**

**Date:**

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2	Figure showing FSN Analysis	XXX
3	Figure showing EOQ	XXX
4	Figure showing stock of Raw materials	XXX

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# Core Values of the Institution

## SERVICE

A Josephite will keep service as the prime goal in everything that is undertaken. Meeting the needs of the stakeholders will be the prime focus of all our endeavors.

## EXCELLENCE

A Josephite will not only endeavor to serve, but serve with excellence. Preparing rigorously to excel in whatever we do will be our hallmark.

## ACCOUNTABILITY

Every member of the SJEC Family will be guided to deliver on assurances given within the constraints set. A Josephite will always keep budgets and deadlines in mind when delivering a service.

## CONTINUOUS ADAPTATION

Every member of the SJEC Family will strive to provide reliable and continuous service by adapting to the changing environment.

## COLLABORATION

A Josephite will always seek to collaborate with others and be a team-player in the service of the stakeholders.

## Objectives

- Provide Quality Technical Education facilities to every student admitted to the College and facilitate the development of all round personality of the students.
- Provide most competent staff and excellent support facilities like laboratory, library and internet required for good education on a continuous basis.
- Encourage organizing and participation of staff and students in in-house and outside Training programmes, seminars, conferences and workshops on continuous basis.
- Provide incentives and encouragement to motivate staff and students to actively involve in research-innovative projects in collaboration with industry and R & D centres on continuous basis
- Invite more and more number of persons from industry from India and abroad for collaboration and promote Industry-Institute Partnership.
- Encourage consultancy and testing and respond to the needs of the immediate neighbourhood.



# St Joseph Engineering College

AN AUTONOMOUS INSTITUTION

Affiliated to VTU, Belagavi | Recognised by AICTE, New Delhi

Accredited by NAAC with A+ Grade

B.E. (CSE, ECE, EEE, ME, CIV), MBA & MCA Accredited by NBA, New Delhi

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