



## Lesson Plan

### Innovation and Entrepreneurship

**Program:** MBA

**Semester:** III

**Course Code:** KMBN-302

**Course Name:** Innovation and Entrepreneurship

#### Course Objectives

**(CO1):** The purpose of this course is to expose the student to the basic concepts of entrepreneurship, functions of entrepreneurs and problems faced by them in the real world.

**(CO2):** To provide insights to students in converting an Idea to an opportunity and develop understanding of various funding sources of startup.

**(CO3):** Familiarizing the students with SME sector activities, venture capital financing and international entrepreneurial opportunities.

**(CO4):** To understand the role of innovation and technical change in enterprise and global level economic performance.

**(CO5):** To understand the technological, human, economic, organizational, social and other dimensions of innovation.

**Session Duration:** 60 minutes

**Participants:** MBA 3<sup>rd</sup> Sem. Students

#### Entry level knowledge and skills of students

- i. Knowledge of various forms of business.
- ii. Knowledge of various schemes provided by government to support start-ups.

#### Equipment required in Classroom/ Laboratory/ Workshop

- i. Projector & System
- ii. White Board & Marker

#### Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)(iii)	*GD	10
	*MCQ Based Assignment	2



**Course Outcomes** (starting with action-oriented observable and measurable verb)

**(CO1):** Remember and Comprehend basic concepts of entrepreneurship.

**(CO2):** Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies.

**(CO3):** Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources.

**(CO4):** Gain in depth knowledge of innovation and its various sources.

**(CO5):** Develop understanding of various dimensions of innovation along with current trends and general awareness of innovation and startup.

L. No	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
<b>Unit - 1</b>							
1.	<b>Innovation</b>	Meaning; difference between innovation and creativity		Improved lecture	CO4		
2.	<b>Innovation</b>	Types of innovation; concept of Business Model Innovation		Improved lecture	CO4		
3.	<b>Innovation</b>	Service innovation & Design-led innovation and improvisation		Improved lecture	CO4		
4.	<b>Innovation</b>	Large firm Vs. start-up innovation; concept of Co-creation and open innovation		Buzz session	CO4		
5.	<b>Innovation</b>	How to develop an innovation strategy & types of strategies		Improved lecture	CO4		
6.	<b>Innovation</b>	Sources of innovation		Improved lecture	CO4		
7.	<b>Innovation</b>	Concept of entrepreneurial environment and concept of innovation environment		Improved lecture	CO4		
8.	<b>Innovation</b>	Creative Destruction & Case study discussion		Improved lecture & Case study method	CO4		
9.	<b>Innovation</b>	Creative Destruction & Case study discussion		Improved lecture & Case study method	CO4		



Unit - 2							
10.	<b>Entrepreneurship</b>	Introduction of entrepreneurship; meaning of entrepreneurship; various definitions of entrepreneurship by different entrepreneurs		Improved Lecture	CO1		
11.	<b>Entrepreneurship</b>	Features of entrepreneurship; factors affecting entrepreneurship and requisites of an entrepreneur		Buzz session & Improved lecture	CO1		
12.	<b>Entrepreneurship</b>	Entrepreneur Vs Manager & concept of intrapreneurship		Buzz session	CO1		
13.	<b>Entrepreneurship</b>	Various types of entrepreneurs & Functions of entrepreneur		Improved lecture	CO1		
14.	<b>Entrepreneurship</b>	Concept of entrepreneurial decision & its process		Improved lecture	CO1		
15.	<b>Entrepreneurship</b>	Challenges faced by the entrepreneurs and the paradigm shift in the role of entrepreneur		Improved lecture	CO1		
16.	<b>Women Entrepreneurship</b>	Concept of women entrepreneurship and role of women entrepreneurs in the modern business world		Buzz session & Improved lecture	CO1		
17.	<b>Dimensions of Entrepreneurship</b>	Concept of social entrepreneurship; meaning of rural entrepreneurship		Buzz session & Improved lecture	CO1		
18.	<b>Dimensions of Entrepreneurship</b>	importance of rural entrepreneurship		Buzz session & Improved lecture	CO1		
Unit - 3							



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19.	<b>Entrepreneurial Finance, Assistance and Entrepreneurial Development Agencies</b>	Concept of Entrepreneurial finance and its importance; estimating financial funds requirement		Improved lecture	CO2		
20.	<b>Entrepreneurial Finance, Assistance and Entrepreneurial Development Agencies</b>	Knowing and explanation of various sources of finance for entrepreneurial projects		Buzz session & Improved lecture	CO2		
21.	<b>Entrepreneurial Finance, Assistance and Entrepreneurial Development Agencies</b>	Financing of small-scale industries in developing countries; case study discussion on comparative financing sources for small-scale industries in India and its neighbouring countries		Improved lecture & Case study method	CO2		
22.	<b>Entrepreneurial Finance, Assistance and Entrepreneurial Development Agencies</b>	Role of central and state government in promoting entrepreneurship with various incentives, subsidies & grants		Improved lecture & Buzz session	CO2		
23.	<b>Entrepreneurial Finance, Assistance and Entrepreneurial Development Agencies</b>	Export oriented units; other government schemes for financing the projects		Improved lecture	CO2		
24.	<b>Entrepreneurial Finance, Assistance and Entrepreneurial Development Agencies</b>	Role of MSME in entrepreneurship and an overview of MSME policy of government in India		Buzz session & Improved lecture	CO2		
25.	<b>Role of agencies assisting entrepreneurship</b>	Concept o DICs, SSIs, NSICs, EDIINIESBUD and NEDB		Improved lecture	CO2		



26.	<b>Role of agencies assisting entrepreneurship</b>	Concept of Entrepreneurship Development Institute (EDI)		Improved lecture	CO2		
27.	<b>Role of agencies assisting entrepreneurship</b>	New initiatives taken by government to promote entrepreneurship		Improved lecture	CO2		
<b>Unit - 4</b>							
28.	<b>From Idea to Opportunity</b>	Concept of Idea generation and sources and methods of idea generation		Buzz session	CO3		
29.	<b>Individual creativity</b>	Classification and identification of ideas and concept of individual creativity		Buzz session & Improved lecture	CO3		
30.	<b>From Idea to Opportunity</b>	Assessment of Individual creativity; process of new venture and challenges of starting a new venture		Improved lecture	CO3		
31.	<b>From Idea to Opportunity</b>	Concept of venture capital; concept of Angel Investing and its mechanisms in entrepreneurship and concept of crowdfunding and its relevance		Buzz session & Improved lecture	CO3		
32.	<b>Developing a Business Plan</b>	Meaning of business plan; Business planning process and elements of business planning		Buzz session	CO3		
33.	<b>Developing a Business Plan</b>	How to prepare a project plan and components of an ideal business plan- market plan, financial plan and operational plan		Improved lecture	CO3		
34.	<b>Developing a Business Plan</b>	Concept of feasibility analysis, its aspects and methods		Improved lecture	CO3		
35.	<b>Developing a Business Plan</b>	Concept of Economic, financial analysis		Improved lecture	CO3		



36.	<b>Developing a Business Plan</b>	Concept of technological feasibility		Improved lecture	CO3		
<b>Unit - 5</b>							
37.	<b>Launching a New Venture</b>	Steps involved in launching a business		Buzz session	CO5		
38.	<b>Launching a New Venture</b>	Various forms of business ownership and case study discussion with identification of various forms of business ownership		Buzz session & Case study method	CO5		
39.	<b>Launching a New Venture</b>	Registration of business units, concept of start-up and start-up to going IPO		Improved lecture	CO5		
40.	<b>Launching a New Venture</b>	Process of Revival, exit and end to a venture		Improved lecture	CO5		
<b>Revision</b>							
41.	<b>Unit 1</b>	Question Paper		Group Discussion	CO4		
42.	<b>Unit 2</b>	Question paper		Group Discussion	CO1		
43.	<b>Unit 2</b>	Question Paper		Group Discussion	CO1		
44.	<b>Unit 3</b>	Case study & Question paper		Group Discussion	CO2		
45.	<b>Unit 3</b>	Question paper		Group Discussion	CO2		
46.	<b>Unit 4</b>	Question Paper		Group Discussion	CO3		
47.	<b>Unit 4</b>	Question paper		Group Discussion	CO3		
48.	<b>Unit 5</b>	Question paper		Group Discussion	CO5		

**Text Books:**

- Entrepreneurship by Arya Kumar
- Exploring Entrepreneurship Practices and Perspectives by R. Blundel and N. Lockett

**Reference Books:**

- Dynamics of Entrepreneurial Development and Management by Vasant Desai

**Journals:**



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- A history of entrepreneurship ; International Journal of Business and Social Science.
- User innovation and entrepreneurship: case studies from rural India; Journal of innovation and entrepreneurship.

## Electronic Database:

- ② <https://guides.library.utoronto.ca/entrepreneurship/casestudies>
- ② <https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-015-0018-4>