

Course Code : MGT2003		Technology Entrepreneurship		Course Type: LT
Pre-Requisite : None				Credit: 3
Course Objectives:				
<ul style="list-style-type: none">To be competent in product, market, sales and technology analysis.To identify the various opportunities for business.To understand the support from the Government for a technology startup and other feasibilities.To update knowledge about global business.				
Course Outcomes:				
At the end of the course, students should able to				
<ul style="list-style-type: none">Understand Entrepreneurship and identify business opportunities.Identify and create technology business.Analyze feasibility to run a business.Knowledge to work in global markets.				
Student Outcomes (SO): a, b, c, l				
Unit No	Unit Content	No. of hours	SOs	
1	UNIT I: Understanding Entrepreneurship Entrepreneurship - functions, needs and importance - Process - Pros and Cons - Entrepreneur - definition - Competencies and characteristics of successful entrepreneur - Entrepreneurial value - Employee Vs. Entrepreneur – Intraprenuer- Start-up management-Business model Canvas.	9	2	
2	UNIT II: Entrepreneurship Journey Innovative Ideas - Opportunity identification - Customer discovery - Teams - Opportunity assessment - Customer validation - Feasibility Study - Business plan - Preparation and Execution - Challenges.	9	5,6	
3	UNIT III: Intellectual Property and Legal Structure Intellectual Property Creation - Key Elements - Protection and infringement - Patents and Trade Marks - Patent licenses and purchases - legal actions and Litigations - no-aggression agreements - Rights and duties - Information and idea sources - Sources of Finance.	9	7	
4	UNIT IV: Technology Adoption Technology Evolution - Factors influencing technology firms - Technology	9	9	

	entrepreneurs - Business Incubators - Technology transfer mechanisms - Government support for new technology start-ups - funding of new technology firms - Commercialization capacity of technology firms.		
5	UNIT V: Globalization and Entrepreneurship Global Market Research - Finding supply opportunities in the global market - Trade, Markets and Offshoring - Financial feasibility - Recent trends in global entrepreneurship.	9	20
6	Guest Lecture on Contemporary Topics	1	
	Total Hours:	45	
Mode of Teaching and Learning: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests.			
Mode of Evaluation and assessment: Unannounced open book examinations, quizzes, any other innovative assessment practices followed by faculty, in addition to continuous assessment tests and final examinations.			
Text Books:			
1.	Andrew J. Nelson, Thomas H. Byers, Richard C. Dorf, Technology Ventures: from Idea to Enterprise, Tata McGraw - Hill Education, 3rd Edition, 2010.		
2.	Jack M. Kaplan, Patterns of Entrepreneurship Management, Wiley, 4th Edition.		
Reference Books			
1.	Robert Ashton, How to Be A Social Entrepreneur: Make Money and Change The World, Wiley.		
2.	Ray Oakey, High-Technology Entrepreneurship, Routledge, 1 edition, 2012.		

<i>Recommendation by the Board of Studies on</i>	
<i>Approval by Academic council on</i>	
<i>Compiled by</i>	<i>Prof. Brahmadev Panda</i>