

PARUL UNIVERSITY - Faculty of Engineering and Technology

Department of No Branch

SYLLABUS FOR 6th Sem B.Tech, BTech PROGRAMME

Innovation and Entrepreneurship (203100357)

Type of Course: B.Tech, BTech

Prerequisite:

Rationale:

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		External		Internal			
				T	P	T	CE	P	
2	0	0	2	0	0	60	40	-	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	Innovation and Entrepreneurship: Definition, Innovation and entrepreneurship, Contributions of entrepreneurs to the society, covers the various stages of setting up and growing an entrepreneurial firm.	15%	3
2	Design Thinking: Design Thinking, Design-Driven Innovation, TRIZ (Theory of Inventive Problem Solving), Double diamond theory	15%	4
3	Ideation: Ideation, Opportunity Identification, factors determining competitive advantage, Market segment, market structure, Idea validation	15%	6
4	Value Proposition: Value proposition, Business Model Canvas, Lean Canvas Model, developing an Effective Business Model.	20%	5
5	Testing, Validation, and Commercialization: Testing, Validation, and Commercialization; covers the concepts of Minimum viable Product (MVP)	15%	3
6	Technological Innovation and Entrepreneurship: Technological Innovation and Entrepreneurship; focusses on technology as a key driver of successful start-up and sustainable ramp-up.	5%	2

7	Government incentives for entrepreneurship: Government incentives for entrepreneurship, Incubation, acceleration, Funding new ventures, Legal aspects of business	5%	2
8	Pitch deck preparation: Aspects of Pitch deck preparation and Interaction with student entrepreneurs running their entrepreneurial ventures successfully.	10%	3

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.