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| ***Name of The Course*** | Creativity, Innovation and Entrepreneurship & IPR | | | | |
| ***Course Code*** | BLEUCT1003 | | | | |
| ***Prerequisite*** |  | | | | |
| ***Corequisite*** |  | | | | |
| ***Antirequisite*** |  | | | | |
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***Course Objectives:***

*1.* To make students aware of the need of self-earning system.

2. To develop interest in creative business ideas.

3. To make them capable of becoming entrepreneurs.

***Course Outcomes:***

After successful completion of the course, students will be able to:

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| CO1 | Identify the social and economic problems in strategic way and develop creative design thinking and its approach |
| CO2 | Discover the self-potential and skills to effectuate the idea of solving a problem |
| CO3 | Identify the consumers and market to the idea |
| CO4 | Propose a solution in form of product and evaluate the risks |

***Reference Book (s):***

1. Stay Hungry Stay Foolish, Rashmi Bansal, Westland, 2008.
2. Sahlman, William A. ["Some Thoughts on Business Plans."](http://www.hbs.edu/faculty/product/14785) Chap. 9 in [*The Entrepreneurial Venture*](http://www.hbs.edu/faculty/product/5273). 2nd ed. by William A. Sahlman, Howard H. Stevenson, Michael J Roberts, and Amar V. Bhide, 138–176. Harvard Business School Press, 1999.
3. Ronstadt R, Robert R. Entrepreneurship: Text, cases and notes. Dover, MA: Lord Publishing; 1984.
4. Steyaert C, Dey P. 1. The books on social entrepreneurship we edit, critique and imagine. Social Entrepreneurship: An Affirmative Critique. 2018 Mar 30:1.
5. Harrison RT, Leitch CM, editors. Research handbook on entrepreneurship and leadership. Edward Elgar Publishing; 2018 Jan 26.
6. Kuratko DF. Entrepreneurship: Theory, process, and practice. Cengage Learning; 2016 Jan 8.

***Course Content:***

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| **Unit- 1: 6 hours** |
| Problem Discussion and Idea generation, Discussion Strategies, What is Idea Generation? – Definition, Techniques and Success Factors, Innovation management, Tools and techniques for generating ideas, Types of idea challenges**.** Problem Classification: Problem Identification, Classification, Resources, Facilities, Idea of solution, Proof of concept. Design Thinking , Understand Design Thinking as a problem solving process, Describe the principles of Design Thinking, Describe the Design Thinking process  **Activity: (i)** Identification of a social problem its classification and existing solution  (ii) Applying Design Thinkingto a problem worth solving with design thinking steps |
| **Unit-2:** **4 hours** |
| Self Discovery and Effectuation: Effectuation principles, Entrepreneurship Styles, Case studies and success stories to draw the difference.  **Activity:** (i) Finding your flow (ii)Entrepreneurship styles quiz (M1 to M5 activity) |
| **Unit-3: 6 hours** |
| Customer and solution: Concept of consumer and customer, Market types, Influence of market types, Activity for the students to identify market types based on product and services. Market segmentation and targeting, Criteria for evaluating market segments. **Activity:** Identify your market type |
| **Unit-4: 8 hours** |
| Value Proposition Lean canvas template, Business model canvas, Value Proposition Canvas, Identifying risky assumptions, Prioritising your risk assumptions, Seeking external advice to calibrate your risks. Validation, Refine unique value proposition, Blue ocean strategy  **Activity:** (i) Identify the problem, solution and customer segment of existing companies (ii) Identify what is your customer segment, customer jobs, gains, and pains. (iii) Identify your blue ocean strategy. |

**RELATIONSHIP BETWEEN THE COURSE OUTCOMES (COs) AND PROGRAM OUTCOMES (POs) / PROGRAM SPECIFIC OUTCOMES (PSOs)**

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|  |  | Engineering Knowledge | Problem analysis | Design/development of solutions | Conduct investigationsof complex problems | Modern tool usage | The engineer and society | Environment and sustainability | Ethics | Individual or team work | Communication | Project management and finance | Life-long Learning |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| CO1 | Analyze the different perspectives of Creativity | 1 | 3 | 3 | 1 | 1 |  |  | 2 | 3 |  | 2 | 2 |
| CO2 | Apply their Innovative skill for start-up & IPR | 1 | 3 | 3 | 1 | 1 |  |  | 2 | 3 |  | 2 | 2 |
| CO3 | Develop the strategic plan for the Entrepreneurship | 1 | 3 | 3 | 1 | 1 |  |  | 2 | 3 |  | 2 | 2 |
| CO4 | Applying Design Thinking, critical thinking for product development | 1 | 3 | 3 | 1 | 1 |  |  | 2 | 3 |  | 2 | 2 |

1=addressed to small extent

2= addressed significantly

3=major part of course