**PORTIONS FOR CIA -2**

UNIT 2 – From Need analysis, till the completion of the unit

UNIT 3 – Full

Part A

1. SWOT analysis
2. Online tools – Focus group, desk research
3. Technology watch-benefits,
4. Stages of innovation
5. D/W Closed and collaborative approach
6. Types of strategies with example
7. Effectuation, design thinking, lean
8. Capital budgeting
9. Business model

Part B and Part C

1. Need analysis – Various tools to do it
2. Stages of innovation- idea creation tools and techniques in detail
3. Stages of business –Strategies for reaching global
4. Effectuation process
5. Design thinking process
6. Business plan/model
7. Evaluation criteria with discounting and non-discounting -----Ratio analysis