

Branch Name:	Bachelor of Technology (Computer Engineering / Information Technology)
Program Code:	ET103/ET105
Course Title:	Open Elective – II: Startup & Innovation Management
Course Code:	2ET1030782T
Pre-requisite Course:	None

Course Objectives: The course Startup & Innovation Management aims to develop an entrepreneurial mindset among students and provide knowledge of innovation, startup creation, business planning, funding, and growth strategies. It helps students understand how innovative ideas can be transformed into successful business ventures.

Teaching and Examination Scheme:

Credit	Teaching Scheme Hours per week				Evaluation Scheme (Marks)								Total (Marks)
					Theory (Marks)				Practical (Marks)				
	L	T	P	Total	SEE		CCA		SEE		CCA		
					Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
3	3	-	-	3	24	60	16	40	-	-	-	-	100

Course Contents:

Unit No	Topics	Total Hours	Weightage (%)
1	Entrepreneurship & Startup Basics: Entrepreneur and entrepreneurship - Characteristics of successful entrepreneurs, Startup ecosystem, Types of startups, Opportunity identification, Entrepreneurial mindset	5	15%
2	Business Model Development: Value proposition, Business Model Canvas (BMC), Customer segments, Revenue models, Startup financial planning, Cash flow management, Business feasibility analysis	7	20%
3	Innovation & Technology Management: Innovation concepts and types, Innovation process, Technology forecasting, Technology transfer, Open innovation, Product and service innovation	7	20%
4	Funding & Growth Strategies: Bootstrapping, Angel investors, Venture capital, Crowd funding, Startup scaling, Market expansion, Customer acquisition	6	15%
5	Intellectual Property Rights (IPR) & Legal Framework: Patents, Copyrights, Trademarks, Licensing, Technology Agreements, Startup registration and compliance	5	15%
6	Startup Growth, Expansion & Exit: Incubation and accelerators, Startup India initiatives, Franchising and licensing, Business expansion models, Mergers, Exit strategies, acquisitions, and IPO concepts	6	15%

Reference Books:

1. Entrepreneurship Development and Innovation Management by R. Gopal, S. Chand Publishing
2. Entrepreneurship Development by S. S. Khanka, S. Chand Publishing
3. Innovation and Entrepreneurship by Peter F. Drucker, Harper Business
4. The Startup Owner's Manual, by Steve Blank and Bob Dorf, K&S Ranch

List of Open-Source Software/learning website:

1. Innovation, Business Models and Entrepreneurship, IIT Roorkee - <https://nptel.ac.in/courses/110107094>
2. Entrepreneurship Fundamentals - <https://nptel.ac.in/courses/127105007>
3. Innovation-Driven Startups - https://onlinecourses.swayam2.ac.in/e-learning/preview/ntr24_ed05
4. Startup India & Entrepreneurship Resources - <https://www.startupindia.gov.in/>

Course Learning Outcomes (CLO):

Course Outcomes	Description	Bloom's Taxonomy Level
CO1	Explain the concepts of entrepreneurship, startups, and innovation management.	Understand (2)
CO2	Identify business opportunities and develop innovative solutions to real-world problems.	Apply (3)
CO3	Apply business model frameworks and prepare basic startup/business plans.	Create (6)
CO4	Analyze various funding sources, financial requirements, and growth strategies for startups.	Analyse (4)
CO5	Understand Intellectual Property Rights (IPR), legal aspects, and regulatory requirements related to startups.	Analyse (4)
CO6	Evaluate startup ecosystems, incubation support, and strategies for scaling and sustaining entrepreneurial ventures.	Evaluate (5)

Mapping of CO with PO and PSO:

Course Outcomes	Program Outcomes (POs)												Program Specific Outcomes (PSOs)			
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	M	L	-	-	-	-	-	-	-	L	-	M	L	-	-	-
CO2	L	H	M	-	-	-	-	-	-	-	-	M	M	L	L	-
CO3	L	M	H	L	-	-	-	-	-	L	M	M	L	M	L	L
CO4	L	H	L	L	-	-	-	-	-	-	H	M	-	L	M	L
CO5	L	M	-	-	-	M	-	M	-	-	-	L	-	-	L	L
CO6	-	M	L	-	-	-	-	-	M	M	H	H	L	L	M	M

H: High, M: Medium, L: Low