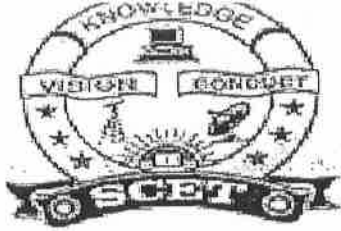


SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade, 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956
Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada
Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

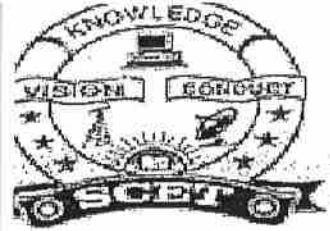
| Course Code | Course Title | Semester | Branches | Contact Periods /Week | Academic Year | Date of commencement of Semester | |
|------------------------|---|----------------------------|--|-----------------------|---------------|----------------------------------|---|
| 19MB4T02 | Innovation and Entrepreneurship | IV | MBA | 5 | 2024-2025 | 04/04/2025 | |
| COURSE OUTCOMES | | | | | | | |
| CO1 | Describe the concept and levels of Innovation. [K1] | | | | | | |
| CO2 | Evaluate the creative Intelligence abilities. [K4] | | | | | | |
| CO3 | Define and explain the basic concepts of Entrepreneurship & social responsibilities of an entrepreneur [K2] | | | | | | |
| CO4 | Prepare detailed project report and illustrate various project appraisal techniques. [K4] | | | | | | |
| CO5 | Examine the role of various central and state level institutions for promoting small business enterprises. [K3] | | | | | | |
| UNIT | Out Comes / Bloom's Level | Topics No. | Topics/Activity | Text Book / Reference | Contact Hour | Delivery Method | |
| I | CO1: Describe the concept and levels of Innovation. [K1] | 1. ENTREPRENEURSHIP | | | | | Chalk & Talk, PPT, Active Learning & Tutorial |
| | | 1.1 | Concept of Entrepreneur | T1,R1 | 1 | | |
| | | 1.2 | Entrepreneurial motivation and barriers | T1,R1 | 1 | | |
| | | 1.3 | Internal and external factors | T1,R1 | 1 | | |
| | | 1.4 | Types of entrepreneurs | T1,R1 | 1 | | |
| | | 1.5 | Theories of entrepreneurship | T1,R1 | 1 | | |
| | | 1.6 | Classification of entrepreneurship | T1,R1 | 1 | | |
| | | 1.7 | Creativity and Innovation | T1,R1 | 1 | | |
| | | 1.8 | Creative Problems Solving | T1,R1 | 1 | | |
| | | 1.9 | Creative Thinking | T1,R1 | 1 | | |
| | | 1.10 | Lateral Thinking | T1,R1 | 1 | | |
| | | 1.11 | Views of De Bono, Khandwala and others | T1,R1 | 1 | | |
| | | 1.12 | Creative Performance in terms of motivation and skills | T1 | 1 | | |
| Total | | | | | 12 | | |



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| | | 2. CREATIVITY AND ENTREPRENEURIAL PLAN | | | | |
|--------------|---|---|--|-----------|---|--|
| II | CO2: Evaluate the creative Intelligence abilities. [K4] | 2.1 | Concepts of Creativity | T2,R2 | 1 | Chalk & Talk, PPT Tutorial, Active Learning & Case Study |
| | | 2.2 | Idea Generation | T2,R2 | 1 | |
| | | 2.3 | Screening and Project Identification | T2,R2 | 1 | |
| | | 2.4 | Creative Performance | T2,R2 | 1 | |
| | | 2.5 | Feasibility Analysis: Economic, Marketing, Financial and Technical | T2,R2 | 1 | |
| | | 2.6 | Project Planning | T2,R2 | 1 | |
| | | 2.7 | Evaluation, Monitoring and Control | T2,R2 | 1 | |
| | | 2.8 | Segmentation of Product | T2 | 1 | |
| | | 2.9 | Targeting and positioning of Product | T2 | 1 | |
| | | 2.10 | Role of SIDBI in Project Management | T2,R2 | 1 | |
| Total | | | | 10 | | |
| | | 3. OPERATION PROBLEMS | | | | |
| III | CO3: Define and explain the basic concepts of Entrepreneurship & social responsibilities of an entrepreneur [K2] | 3.1 | Operation problems | T1,T2 | 1 | Chalk & Talk, PPT, Tutorial |
| | | 3.2 | Incubation and Take-off | T1,T2 | 1 | |
| | | 3.3 | Problems encountered Structural | T1,T2 | 1 | |
| | | 3.4 | Problems encountered Financial and Managerial | T1,T2 | 1 | |
| | | 3.5 | Types of Uncertainty | T1 | 1 | |
| | | 3.6 | Institutional support for new ventures | T3 | 1 | |
| | | 3.7 | Supporting organizations | T1,T3 | 1 | |
| | | 3.8 | Incentives and facilities | T3 | 1 | |
| | | 3.9 | Financial Institutions | T3 | 1 | |
| | | 3.10 | Small-scale Industries | T1,T3 | 1 | |
| | | 3.11 | Govt. Policies for SSIs | T3 | 1 | |
| Total | | | | 11 | | |
| | | 4. FAMILY AND NON-FAMILY ENTREPRENEURS | | | | |
| IV | CO4: Prepare detailed project report and illustrate various appraisal techniques project [K4] | 4.1 | Concepts | T1,R1 | 1 | Chalk & Talk, PPT Tutorial, Active Learning & Case Study |
| | | 4.2 | Role of Professionals | T1 | 1 | |
| | | 4.3 | Family entrepreneurs | T1 | 1 | |
| | | 4.4 | Role of Woman entrepreneur | T1,R1 | 1 | |
| | | 4.5 | Sick industries | T1,R1 | 1 | |
| | | 4.6 | Reasons for Sickness | T1,R1 | 1 | |
| | | 4.7 | Remedies for Sickness | T1,R1 | 1 | |
| | | 4.8 | Role of BIFR in revival | T1,R1 | 1 | |
| | | 4.9 | Bank Syndications | T1,R1 | 1 | |
| Total | | | | 9 | | |



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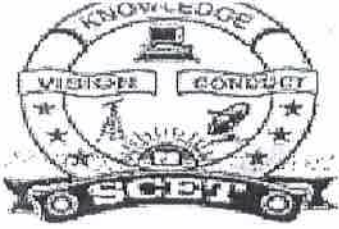
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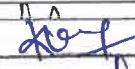

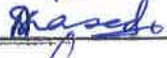

| 5. INTRODUCTION TO INNOVATION MANAGEMENT | | | | | | |
|--|---|------|--|--------------|-----------|-----------------------------|
| V | CO5. Examine the role of various central and state level institutions for promoting small business enterprises. [K3] | 5.1 | Concepts of Innovation management | T2,T3,R3 | 1 | Chalk & Talk, PPT, Tutorial |
| | | 5.2 | Managing Innovation within Firms | T2,T3,R3 | 1 | |
| | | 5.3 | Business strategy & organization Knowledge | T2,T3,R3 | 1 | |
| | | 5.4 | New Product Strategy | T2,T3,R3 | 1 | |
| | | 5.5 | Managing New Product, Development | T2,T3,R3 | 1 | |
| | | 5.6 | Role of Technology in Management of innovation | T2,T3,R3 | 1 | |
| | | 5.7 | Intellectual Property Right | T3 | 1 | |
| | | 5.8 | Types of Intellectual Property Right | T3 | 1 | |
| | | 5.9 | Managing for Intellectual Property Right | T3 | 1 | |
| | | 5.10 | Case studies | T3 | 1 | |
| | | | | Total | 10 | |
| CUMULATIVE PROPOSED -PERIODS | | | | | 52 | |
| TEXT BOOKS: | | | | | | |
| S.No. | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION | | | | | |
| T1 | Charantimath Poornima M: "Entrepreneurship Development and Small Business Enterprises", Third Edition, Pearson Publishers, 2018. | | | | | |
| T2 | Arya Kumar: "Entrepreneurship: Creating and Leading an Entrepreneurial Organization", Pearson Education India, 2012. | | | | | |
| T3 | Stephen Spinelli, Jr., Rob Adams: "New Venture Creation: Entrepreneurship for the 21st Century", McGraw-Hill Education 2015. | | | | | |
| REFERENCE BOOKS: | | | | | | |
| S.No. | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION | | | | | |
| R1 | Simon Bridge, Ken O'Neill: "Understanding Enterprise, Entrepreneurship and Small Business", Bloomsbury Publishing, 2017. | | | | | |
| R2 | Khanka S.S.: "Entrepreneurial Development", S Chand & Company, 2011. | | | | | |
| R3 | Innovation Management, C. S. G. Krishnamacharyulu, R. Lalitha, Himalaya Publishing House, 2017 | | | | | |
| WEB SOURCE REFERENCES | | | | | | |
| 1 | https://en.wikipedia.org/wiki/Innovation | | | | | |
| 2 | https://www.investopedia.com/entrepreneurs-4689828 | | | | | |
| 3 | https://www.scribd.com/book/163653954/Innovation-and-Entrepreneurship | | | | | |
| 4 | https://onlinecourses.nptel.ac.in/noc21_mg63/preview | | | | | |
| 5 | https://onlinecourses.nptel.ac.in/noc20_mg35/preview | | | | | |

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| | Name | Signature with Date |
|---------------------------|---------------------|---|
| i. Faculty | J. VEENDHURT |  |
| ii. Course Coordinator | J. VEENDHURT |  |
| iii. Module Coordinator | DR. N. G. S. PRASAD |  |
| iv. Programme Coordinator | DR. G. GRACE |  |


Principal