

Entrepreneurship, Innovation and Startup Development for Viksit Bharat 2047

Target Audience: 1st Year- Polytechnic (All Branches)

Mode: Online

Duration: 40 Hours

Course Objectives

- COB1. Understand the fundamentals of entrepreneurship, innovation, and the role of startups in achieving the vision of Viksit Bharat 2047.
- COB2. Develop creative thinking and apply Design Thinking principles to identify and solve real-world problems.
- COB3. Analyze business opportunities and develop sustainable business models for innovative ventures.
- COB4. Develop the knowledge and skills required to establish and manage a startup, including business planning, funding options, legal requirements, and government support schemes.
- COB5. Enhance leadership, communication, teamwork, and business pitching skills for successful entrepreneurial ventures.

Course Outcomes

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

- CO1. Explain the concepts of entrepreneurship, innovation, startup ecosystems, and entrepreneurial competencies for creating sustainable business ventures.
- CO2. Apply creativity and Design Thinking principles to identify opportunities and develop innovative solutions for real-world problems.
- CO3. Develop a Business Model Canvas and prepare a feasible business plan for a startup venture using appropriate entrepreneurial tools.
- CO4. Demonstrate an understanding of startup establishment procedures, business registration, intellectual property rights, funding sources, financial planning, and government support schemes.
- CO5. Present and evaluate a startup idea through an effective business pitch by applying leadership, teamwork, communication, and digital marketing strategies.

CO-PO Mapping:

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	–	–	–	–	–	–	–	–	–	3	–
CO2	–	3	2	–	–	–	–	–	–	–	2	–
CO3	–	2	3	–	–	–	–	–	–	–	2	–
CO4	–	2	–	–	–	2	–	–	–	–	3	–
CO5	–	–	–	–	–	–	–	–	2	3	3	–

UNIT-I: Entrepreneurship and Startup Ecosystem (8 Hours)

Introduction to Entrepreneurship: Concept, characteristics and importance of entrepreneurship; Entrepreneur vs. Intrapreneur; Types of entrepreneurs; Entrepreneurial competencies and mindset; Role of entrepreneurship in economic development and Viksit Bharat 2047; Startup ecosystem in India; Startup India, Stand-Up India and MSME initiatives; Success stories of Indian entrepreneurs and startups.

UNIT-II: Creativity, Innovation and Design Thinking (8 Hours)

Creativity and innovation: Concepts and significance; Innovation process; Idea generation techniques including Brainstorming and SCAMPER; Design Thinking process—Empathize, Define, Ideate, Prototype and Test; Problem identification and opportunity recognition; Customer discovery and market need analysis; Developing innovative solutions for societal and industrial problems.

UNIT-III: Business Model and Startup Planning (8 Hours)

Business opportunity identification; Value proposition; Customer segmentation; Lean Startup methodology; Minimum Viable Product (MVP); Business Model Canvas—nine building blocks; Feasibility analysis; SWOT analysis; Market research; Business plan preparation and startup proposal development.

UNIT-IV: Startup Establishment and Business Management (8 Hours)

Procedures for establishing a startup; Forms of business organizations; Business registration and DPIIT recognition; Intellectual Property Rights (IPR), patents, copyrights and trademarks; Financial planning; Cost estimation, pricing and break-even analysis; Sources of funding including bootstrapping, angel investors, venture capital, crowdfunding and government support schemes for startups.

UNIT-V: Startup Growth, Marketing and Business Pitching (8 Hours)

Branding and digital marketing; Social media marketing strategies; Customer relationship management; Leadership and team building; Business communication and negotiation skills; Legal and ethical aspects of entrepreneurship; Startup scaling strategies; Preparation of investor pitch deck; Elevator pitch; Presentation of startup business plan and evaluation.

Text Books

1. **S.S. Khanka**, *Entrepreneurship Development*, S. Chand Publishing, New Delhi, Latest Edition.
2. **Vasant Desai**, *Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House, Mumbai, Latest Edition.
3. **Alexander Osterwalder and Yves Pigneur**, *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, Wiley Publications, Latest Edition.

Reference Books

1. **Donald F. Kuratko**, *Entrepreneurship: Theory, Process and Practice*, Cengage Learning, Latest Edition.
2. **Eric Ries**, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, Crown Business, Latest Edition.
3. **Peter Thiel and Blake Masters**, *Zero to One: Notes on Startups, or How to Build the Future*, Crown Business, Latest Edition.
4. **Guy Kawasaki**, *The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*, Portfolio/Penguin, Latest Edition.
5. **Tim Brown**, *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*, Harper Business, Latest Edition.
6. **Rashmi Bansal**, *Stay Hungry Stay Foolish*, Westland Publications, Latest Edition.

Web Resources

- Startup India Portal – <https://www.startupindia.gov.in>
- MSME Ministry – <https://msme.gov.in>
- Atal Innovation Mission – <https://aim.gov.in>
- Skill India Digital – <https://www.skillindiadigital.gov.in>
- National Innovation Foundation – <https://nif.org.in>