

Course Syllabi:UTA012: Innovation and Entrepreneurship (L : T : P :: 1 : 0 : 2)

1. **Course number and name:** UTA012: Innovation and Entrepreneurship
2. **Credits and contact hours:** 3 and 4.5
3. **Text book, title, author, and year**

Text Books / Reference Books

- *Ries, Eric(2011), The lean Start-up: How constant innovation creates radically successful businesses, Penguin Books Limited.*
 - *Blank, Steve (2013), The Startup Owner’s Manual: The Step by Step Guide for Building a Great Company, K&S Ranch.*
 - *S. Carter and D. Jones-Evans, Enterprise and small business- Principal Practice and Policy, Pearson Education (2006)*
 - *T. H. Byers, R. C. Dorf, A. Nelson, Technology Ventures: From Idea to Enterprise, McGraw Hill (2013)*
 - *Osterwalder, Alex and Pigneur, Yves (2010) Business Model Generation.*
 - *Kachru, Upendra, India Land of a Billion Entrepreneurs, Pearson*
 - *Bagchi, Subroto, (2008), Go Kiss the World: Life Lessons for the Young Professional, Portfolio Penguin*
 - *Bagchi, Subroto, (2012). MBA At 16: a Teenager’s Guide to Business, Penguin Books*
 - *Bansal, Rashmi, Stay Hungry Stay Foolish, CIIE, IIM Ahmedabad*
 - *Bansal, Rashmi, (2013). Follow Every Rainbow, Westland.*
 - *Mitra, Sramana (2008), Entrepreneur Journeys (Volume 1), Booksurge Publishing*
 - *Abrams, R. (2006). Six-week Start-up, Prentice-Hall of India.*
 - *Verstraete, T. and Laffitte, E.J. (2011). a Business Model of Entrepreneurship, Edward Elgar Publishing.*
 - *Johnson, Steven (2011). Where Good Ideas comes from, Penguin Books Limited.*
 - *Gabor, Michael E. (2013), Awakening the Entrepreneur Within, Primento.*
 - *Guillebeau, Chris (2012), The \$100 startup: Fire your Boss, Do what you love and work better to live more, Pan Macmillan*
 - *Kelley, Tom (2011), The ten faces of innovation, Currency Doubleday*
 - *Prasad, Rohit (2013), Start-up sutra: what the angels won’t tell you about business and life, Hachette India.*
- a. Other supplemental materials
- Nil

4. Specific course information

- a. Brief description of the content of the course (catalog description)

Introduction to Entrepreneurship: Entrepreneurs; entrepreneurial personality and intentions - characteristics, traits and behavioral; entrepreneurial challenges.

Entrepreneurial Opportunities: Opportunities. discovery/ creation, Pattern identification and recognition for venture creation: prototype and exemplar model, reverse engineering.

Entrepreneurial Process and Decision Making: Entrepreneurial ecosystem, Ideation, development and exploitation of opportunities; Negotiation, decision making process and approaches, Effectuation and Causation.

Crafting business models and Lean Start-ups: Introduction to business models; Creating value propositions-conventional industry logic, value innovation logic; customer focused innovation; building and analyzing business models; Business model canvas, Introduction to lean startups, Business Pitching.

Organizing Business and Entrepreneurial Finance: Forms of business organizations; organizational structures; Evolution of Organisation, sources and selection of venture finance options and its managerial implications. Policy Initiatives and focus; role of institutions in promoting entrepreneurship.

5. Specific goals for the course

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

- Comprehend the role of bounded rationality, framing, causation and effectuation in entrepreneurial decision making.
- Demonstrate an ability to design a business model canvas.
- Evaluate the various sources of raising finance for startup ventures.
- Understand the fundamentals of developing and presenting business pitching to potential investors.

6. Brief list of topics to be covered

- Entrepreneurial Opportunities
- Entrepreneurial Process and Decision Making
- Crafting business models and Lean Start-ups
- Organizing Business and Entrepreneurial Finance