



SHIKSHAN MAHARSHI DR. D. Y. PATIL SHIKSHAN SANTHA'S

Dr. D. Y. Patil
Centre For Management & Research

Approved by AICTE, Affiliated to Savitribai Phule Pune University • DTE Code : MB6168
AISHE Code. C-42077 PUN No. IMMP013350

The affiliation university offers compulsory skill based courses to our students. As for AICTE approved institutions to have a mechanism for earning credits through Skilling based courses offered by Skill India, Ministry of Skill Development and Entrepreneurship or any other leading skilling platforms in order to improve their skill sets and employability shall be made compulsory for the student of AICTE approved Institutes/Universities the inclusion shall be made in the upcoming regulation curriculum.

MBA SEMESTER IV					
Sem Code	Course Title	Course Code	Credits	FA	SA
401	Entrepreneurship, Innovation and Design Thinking	GC-15	3	50	50

MCA					
Semster	Course Title	Course Code	Credits	EXT	INT
SEM-I	Soft Skills-I	SSI507MJ	1	-	25
SEM-II	Soft Skills-II	SSK556MJ	1	-	25
SEM-III	Soft Skills-III	SSK604MJ	1	-	25
	Innovation and Entrepreneurship Development	IED621MJ	3	50	25
SEM-IV	MOOC-I	MOO682MJ	3		50
	MOOC-II	MOO683MJ	3		50

Director

DYP CMR

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Semester IV	401	GC 01 – Entrepreneurship, Innovation and Design Thinking
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 401.1	REMEMBERING	DESCRIBE the fundamentals of entrepreneurship, innovation and design thinking.
CO 401.2	UNDERSTANDING	UNDERSTAND the prerequisites of entrepreneurship and innovation.
CO 401.3	APPLYING	APPLY the Design Thinking process to real-world challenges.
CO 401.4	ANALYSING	IDENTIFY business opportunities and create viable business models.
CO 401.5	EVALUATING	EVALUATE entrepreneurial ideas and innovation strategies using design thinking principles and business model frameworks to determine their feasibility, viability, and desirability in real-world contexts.
CO 401.6	CREATING	Develop entrepreneurial mindsets and skills and Pitch ideas effectively to stakeholders or investors

- 1 Entrepreneurship & Innovation** – Definition, Objective and Features: Entrepreneurship; Difference between Entrepreneurship and Traditional Businesses; Entrepreneurs and Intrapreneurs; Corporate Entrepreneurship, Technological Entrepreneurship, Life Cycle of Startup, Focus on Valley of Death, Why Startups Fail?
Innovation: Culture of innovation - process and Types of innovation – Continuous and Disruptive, Radical Innovation, Challenges in innovation, Agile/Lean Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship Creating Value through Innovation. Management of Innovation, Types of IPR
- 2. Entrepreneurial Theories and Entrepreneurial Environment, Entrepreneurial Development**- Theories of Entrepreneurship; Successful Entrepreneurs and Their Traits; Types of Entrepreneurs; Entrepreneurial Environment- PESTEL and Their Effects; Business Environment Analysis, Business Planning; Mid-career Dilemmas; Entrepreneurial Growth and Competitive Advantage; Changing Role of Entrepreneurs. Women Entrepreneurs, Entrepreneurship Development Institute; Entrepreneurship Development Programs
- 3. Design Thinking** – Introduction, Definitions and Meaning; Design Thinking –as an Art and Science; Stages of Design Thinking –Empathise, Define, Ideate, Prototype and Test; Entrepreneurship Design Thinking, Need of Design and Design Thinking

Writing the Problem Statement; Understanding Stakeholders and Users; Personas, Empathy Maps; Current Scenarios to identify pain points; Ideation and Storyboarding; Deriving Goals from Ideas; Future Scenarios and Moments of Max Impact; Prototyping

4. **Design Thinking in Start-Up** – 5 stages integration Empathise–Listening to People involved and the End User Problems Realisation, Understanding User Needs: User Research Techniques, Observation, Interviewing, Surveys, Persona Mapping; Define– Identifying User Problems, Problem Statement Formulation, Reframing Problems; Ideate – Generating Ideas, Brainstorming Techniques, Mind Mapping, Scenarios - Finding the solutions most effectively; Prototype – Making the samples to Launch, Different Types of Prototypes, Testing and Iterating; Test – Evaluating offerings, Usability Testing, User Feedback. Design thinking with AI
5. **Opportunity Recognition & Business Models**- Model of opportunity recognition (Corbett, 2005), Identifying opportunities through Design Thinking, Market research basics, Value Proposition Canvas, Business Model Canvas (BMC), Minimum Viable Product (MVP): Lean Startup & Validation- Lean Startup methodology (Eric Ries), Build- Measure-Learn cycle, Customer validation, Metrics and KPIs, Agile iteration. Teamwork and Collaboration. Business Model Failure: Reasons and Remedies. Sustainability Innovation and Entrepreneurship. Emerging technologies such as artificial intelligence, augmented reality, virtual reality.

IED621MJ: Innovation and Entrepreneurship Development

Teaching Scheme: Theory Session: Total 45 Hours	Credit: 03	Examination Scheme: Internal (TH): 25 Marks External (TH): 50 Marks Total :75 Marks
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Prerequisites:

Basic knowledge of business management, economics, and an interest in starting or managing a business.

Course Objectives:

- To introduce the concepts of innovation and entrepreneurship and cultivate an entrepreneurial mindset.
- To develop skills in generating innovative ideas, creating business plans,
- To explore financing options, scaling strategies, and sustainable business growth.
- To understand the legal, ethical, and technological factors influencing entrepreneurship.
- To leverage emerging technologies and digital tools for innovative business solutions.

Course Outcomes: On completion of the course, learners should be able to

CO#	Cognitive	Course Outcomes	
		Domain	
CO1	Apply	Demonstrate the ability to generate innovative business ideas and recognize viable entrepreneurial opportunities	
CO2	Analyze	Develop a comprehensive business plan and formulate strategies to achieve business goals effectively.	
CO3	Apply	Identify appropriate financing options and develop strategies to scale a business sustainably.	
CO4	Apply	Apply legal knowledge and ethical considerations to make informed business decisions and navigate challenges in entrepreneurship.	
CO5	Apply	Leverage emerging technologies to create innovative solutions and enhance business growth.	

Unit No.	Contents	Weightage in %	No of Sessions
1	Introduction to Innovation, Entrepreneurship, Idea Generation and Opportunity Recognition 1.1 Concept of Innovation, Entrepreneurship, and Its Importance 1.2 Innovation vs. Entrepreneurship, Innovation Process and Stages, Types of Innovation in Business 1.3 Idea Generation Techniques, Lean Startup Methodologies, Opportunity Recognition and Evaluation 1.4 Creativity and Innovation in Entrepreneurship	20	9

	1.5 Market Research, Validation, Understanding Consumer Behavior and Trends		
*Mapping of Course Outcomes for Unit 1: CO1			
2	Business Planning and Strategy <ul style="list-style-type: none"> 2.1 Business Model Canvas 2.2 Creating a Business Plan, 2.3 Strategic Planning for Entrepreneurs 2.4 Risk Management and Contingency Planning 2.5 SWOT Analysis <p>Note: Case Study on Business Plan Preparation- Idea Identification, Validation and Incubation Needs, Solutions, Target customers, Innovative /Novelty/Unique features, Social Impact, current status and Discussion</p>	20	9
*Mapping of Course Outcomes for Unit 2: CO2			
3	Financing and Scaling the Business <ul style="list-style-type: none"> 3.1 Sources of Funding for Entrepreneurs, Crowdfunding 3.2 Financial Planning and Budgeting 3.3 Valuation and Exit Strategies 3.4 Scaling the Business 3.5 Building a Strong Team and Organizational Structure 	20	9
*Mapping of Course Outcomes for Unit 3: CO3			
4	Legal Aspects and Ethics in Entrepreneurship <ul style="list-style-type: none"> 4.1 Legal Structure of a Business 4.2 Intellectual Property and Patents 4.3 Regulations and Compliance, data privacy laws, and cybersecurity regulations 4.4 Ethics in Entrepreneurship 4.5 Case Studies: Innovation and Entrepreneurship Development in India (Based on Problem, Opportunity, Innovation, Market validation, microfinancing, community engagement, and Technical challenges) <ul style="list-style-type: none"> 1. Solar-Powered Microgrids for Rural Electrification in India 2. Digital Education Platform for Rural India - Byju's 3. Eco-Friendly Sanitation Solutions - Sulabh International 4. Frugal Innovation in Agriculture - Amul's Dairy Cooperative Model 5. Waste Management and Recycling - Banyan Nation 	20	9
*Mapping of Course Outcomes for Unit 4: CO4			
5	Technological Advances and Digital Entrepreneurship	20	9

	<p>5.1 Digital Transformation</p> <p>5.2 Role of Entrepreneurship in: Cloud Computing, cyber security, IoT, AI, and Machine Learning, blockchain technology</p> <p>5.3 Startup - ideas and innovations</p> <p>5.4 Sustainability and Technological Advances</p> <p>5.5 IT Service Management and Digital Marketing for Entrepreneurs</p>		
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*Mapping of Course Outcomes for Unit 5: CO5

MOO682MJ: MOOC-I and
MOO683MJ : MOOC-II

Course Objectives:

- To help students learn both new and basic topics through high-quality online courses created by top Indian and international teachers.
- To promote self-learning and build the habit of learning throughout life, as encouraged by the NEP 2020.
- To reduce the gap between classroom learning and industry needs by offering courses that match current job market trends.
- To support flexible and cross-subject learning, so students can explore topics beyond their main subjects.
- To improve students' job skills and prepare them for global careers through practical and project-based online courses.

Course Outcomes:

On completion of the course, learners should be able to

CO#	Cognitive Domain	Course Outcome Description
CO1	Remember, Apply	Identify and choose suitable online courses relevant to their field of study from NPTEL, SWAYAM, or other platforms.
CO2	Apply, Analyze	Manage their own learning pace and complete MOOC modules independently using self-discipline and time management.
CO3	Apply, Evaluate	Use the knowledge gained from online courses to solve real-world problems in the domain of computer applications.
CO4	Analyze, Create	Connect interdisciplinary concepts learned through MOOCs with academic or project work for better understanding and innovation.
CO5	Evaluate, Create	Present key learnings from the MOOC experience through reports or discussions and apply them to enhance job readiness.

MOOC Guideline for MCA

Comprehensive MOOC Certificate Guidelines:

1. Mandatory Completion:

Students are required to successfully complete two MOOC courses, designated as "MOOC 1" and "MOOC 2," each carrying 3 credits, to be eligible for the award of the MCA degree.

2. Course Duration:

Only MOOC courses with a duration of 12 weeks or more will be considered for the award of 3 credits. Students must register exclusively for courses meeting this duration requirement.

3. Registration Timeline:

Students can begin registering for MOOC courses from the commencement of Semester 3.

4. Submission Deadline:

Completed MOOC certificates must be submitted by the end of Semester 4. Failure to submit the required MOOC certificates by this deadline will result in the student not being entitled to receive the MCA degree.

5. Platform Reputability:

Certificates from reputable platforms like NPTEL, SWAYAM, and Udacity are preferred due to their industry recognition. However other platform can also be accepted by duly approved by the Institute Authority.

6. Curriculum Relevance:

MOOC courses should directly complement or expand upon the MCA curriculum, enhancing core knowledge and practical skills.

7. Specialization Alignment:

Students should prioritize MOOCs that align with their chosen specialization (e.g., Data Science, Cloud Computing, Cybersecurity, Full Stack).

8. Practical Skill Focus:

MOOCs focusing on hands-on projects, coding assignments, and real-world case studies are highly recommended.

9. Advanced Topics and Latest Technologies:

Encourage students to pursue MOOCs covering advanced topics and the latest technologies not extensively covered in the core curriculum.

10. Certification Verification:

Students are responsible for ensuring the authenticity of their submitted MOOC certificates.

11. Institutional Approval:

The institution reserves the right to approve or reject MOOC courses that do not align with the academic framework.

12. Faculty Consultation:

Students are encouraged to consult faculty advisors before enrolling in MOOC courses.

13. Certification Discrepancies:

Any discrepancies in certification will be subject to review by the academic committee.

14. Internship/Project Alignment:

Students may choose MOOC courses in the field or technology related to their internship or project activities, provided they meet all other criteria.