



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, Seetharamapuram, 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
19BMX001	Innovation and Entrepreneurship	V	ECE, CSE & IT	5	2021-22	01/10/2021
COURSE OUTCOMES						
1	Comprehend the concept and levels of Innovation. [K2]					
2	Evaluate the creative Intelligence abilities. [K5]					
3	Define and explain the basic concepts of Entrepreneurship & social responsibilities of an entrepreneur [K1 & K2]					
4	Prepare detailed project report and illustrate various project appraisal techniques. [K3]					
5	Examine the role of various central and state level institutions for promoting small business enterprises. [K1]					
UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
I	CO1: Comprehend the concept and levels of Innovation. [K2]	Innovation Management				
		1.1	Concept of Innovation	T1,R1	1	Chalk & Talk, PPT, Active Learning & Tutorial
		1.2	Objectives of Innovation	T1,R1	1	
		1.3	Types of Innovation	T1,R1	1	
		1.4	Innovation process	T1,R1	1	
		1.5	Sources of Innovation	T1,R1	1	
		1.6	Levels of Innovation	T1,R1	1	
		1.7	Barriers of Innovation	T1,R1	1	
		1.8	Open Innovation	T1,R1	1	
		1.9	closed Innovation	T1,R1	1	
1.10	Challenges faced while managing Innovation	T1	1			
Total					10	
II	CO2: Evaluate the creative Intelligence abilities. [K5]	Creative Intelligence				
		2.1	Intelligence, Creativity-Meaning	T1,R2	1	Chalk & Talk, PPT Tutorial,
		2.2	Creative Intelligence - Meaning, Characteristics	T1,R2	1	
		2.3	Importance	T1,R2	1	
		2.4	Types of creativity	T1,R2	1	



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, Kakunada
Seetharampuram, W.G.D.T., Narsapur-534280, (Andhra Pradesh)

		2.5	Traits Congenial To Creativity	T1,R2	1	Active Learning & Case Study
		2.6	Triarchic theory of Intelligence	T1,R2	1	
		2.7	Creative thinking	T1,R2	1	
		2.8	Types of creative thinking	T1	1	
		2.9	Process of Creativethinking	T1	1	
		2.10	Sources and techniques of new ideas	T1,R2	1	
Total					10	
Entrepreneurship						
III	CO3: Define and explain the basic concepts of Entrepreneurship & social responsibilities of an entrepreneur [K1 & K2]	3.1	Entrepreneurship	T2,T3,R3	1	Chalk & Talk, PPT, Tutorial
		3.2	Entrepreneurship characteristics	T2,T3,R3	1	
		3.3	Objectives , Importance	T2,T3,R3	1	
		3.4	classification Of Entrepreneurship	T2,T3,R3	1	
		3.5	Theories of Entrepreneurship	T1	1	
		3.6	Entrepreneurship development	T2	1	
		3.7	Role of Entrepreneurship in economic development	T2,T3,R3	1	
		3.8	Entrepreneurial process	T1	1	
		3.9	Challenges	T1	1	
		3.10	Women Entrepreneurship	T2,T3,R3	1	
Content beyond Syllabus (if needed)		3.11	Problems faced by Women Entrepreneurship	T1	1	
Total					11	
Project Formulation and Appraisal						
IV	CO4: : Prepare detailed project report and illustrate various appraisal techniques project [K3]	4.1	Project Formulation	T2,T3,R3	1	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		4.2	Concept	T1	1	
		4.3	Need ,Significance	T1	1	
		4.4	Steps	T2,T3,R3	1	
		4.5	Economic Analysis, Financial Analysis	T2,T3,R3	1	
		4.6	Technical Analysis	T2,T3,R3	1	
		4.7	Market Analysis	T2,T3,R3	1	
		4.8	Project appraisal	T1	1	
Total					11	
Unit 4. Institutions promoting small Business Enterprises						
V	CO5. Examine the role of various central and state level	5.1	Central level Institutions-	T2,T3,R3	1	Chalk & Talk, PPT,
		5.2	NABARD, SIDBI,NIC	T2,T3,R3	1	



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 1950.
Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakatada
Sectharampalem, W.G DT., Narsapur-534280, (Andhra Pradesh)

institutions for promoting small business enterprises. [K1]	5.3	KVIC, SIDIO, NSIC	T2, T3, R3	1	Tutorial		
	5.4	State level Institutions- DICs	T2, T3, R3	1			
	5.5	SFC- SSIDC	T2, T3, R3	1			
	5.6	Other financial assistance	T2, T3, R3	1			
	5.7	taxation benefits	T3	1			
	5.8	Government policies for SSIs	T3	1			
	5.9	Relhabilitation Investment	T3	1			
	5.10	Tax incentives	T3	1			
				Total		10	
	CUMULATIVE PROPOSED PERIODS					52	

Text Books:

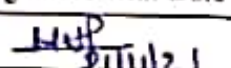
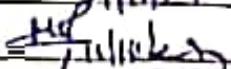


S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
T1	Innovation Management, C. S. G. Krishnamacharyulu, R. Lalitha, Himalaya Publishing House, 2007
T2	Vasant Desai, Entrepreneurship Vasanth Desai, "Entrepreneurship" Himalaya Publishing House, New Delhi, 2012
T3	Arya Kumar: "Entrepreneurship", Pearson, Publishing House, New Delhi, 2012. Himalaya Publishing House, Mumbai.

Reference Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
R1	Vinnie Jauhari, Sudanshu Bhushan, Innovation Management, Oxford Higher Education, 2014
R2	Pradip N Khandwalla, Lifelong Creativity, An Unending Quest, Tata McGraw Hill, 2004.
R3	S. Anil Kumar: "Small business and Entrepreneurship", Dreamtech press, Kindle edition, 2020

Web Details

1	https://nptel.ac.in/courses/108105059/14
2	https://nptel.ac.in/courses/122106032/26/entrepreneur.asp

	Name	Signature with Date
i. Faculty	M. Venu Prasanthi	 11/11/21
ii. Course Coordinator	M. Venu Prasanthi	 11/11/21
iii. Module Coordinator	O.V.A.M. Seideni	 11/11/21
iv. Programme Coordinator	Dr. G. Grace	 11/11/21


Principal