

GE6757 – Innovation and Entrepreneurship as per Anna University's regulations (Regulation 2013 and in some cases adopted in later years as an elective):

Course Code: GE6757

Course Title: Innovation and Entrepreneurship

Offered to: B.E. / B.Tech. – All branches (as elective or open elective)

Semester: Usually 6th or 7th semester

Credits: 3

Course Type: Elective

Course Objectives:

- To create awareness on innovation and entrepreneurship among engineering students.
- To teach the basics of starting and managing a business.
- To develop entrepreneurial competencies including creativity, risk-taking, and leadership.
- To expose students to real-life startup processes and ecosystem elements.

Unit I – Introduction to Innovation and Entrepreneurship

Innovation: Types, characteristics, process of innovation, role in economic development - Entrepreneur: Definition, characteristics, classification - Entrepreneurship: Need, functions, types, myths vs. realities - Distinction between entrepreneur, intrapreneur, technopreneur, and manager

Unit II – Entrepreneurial Environment

Institutional support: DIC, MSME, SIDO, NSIC, SIDBI, EDII, TIIC, etc. - Policies for entrepreneurship in India - Entrepreneurial ecosystem: Role of incubators, accelerators, venture capital - Startup India, Standup India, Atal Innovation Mission (AIM), Make in India

Unit III – Business Idea Generation and Feasibility Analysis

Creativity and innovation in identifying business opportunities - Idea generation techniques – Brainstorming, SCAMPER, TRIZ - Feasibility analysis: Technical, Financial, Market, Legal - Business model canvas and lean startup methodology

Unit IV – Business Plan and Project Formulation

Business plan: Definition, components, importance - Market survey and demand analysis - Project formulation – project report preparation - Break-even analysis, working capital assessment, funding sources

Unit V – Entrepreneurial Development and Support

Entrepreneurial development programs (EDPs): Objectives, phases - Social entrepreneurship and rural entrepreneurship - Women entrepreneurship: Challenges and support mechanisms - Role of E-Cells, IICs, and Innovation Clubs - Intellectual Property Rights (IPR) basics: Patents, Trademarks, Copyrights

Text Books:

1. **S.S. Khanka** – *Entrepreneurial Development*, S. Chand & Co., 2012.
2. **Jayashree Suresh** – *Entrepreneurial Development*, Margham Publications, 2015.
3. **C. B. Gupta & N. P. Srinivasan** – *Entrepreneurship Development*, Sultan Chand & Sons.

Reference Books:

1. **Hisrich, Peters, Shepherd** – *Entrepreneurship*, 9th Edition, McGraw Hill, 2013.
2. **Bessant and Tidd** – *Innovation and Entrepreneurship*, Wiley India.
3. **Dr. Renu Arora & S.K. Sood** – *Fundamentals of Entrepreneurship and Small Business Management*
4. **Timmons & Spinelli** – *New Venture Creation – Entrepreneurship for the 21st Century*, McGraw Hill.

Course Outcomes:

At the end of the course, students will be able to:

1. Understand key concepts of innovation and entrepreneurship.
2. Analyze the entrepreneurial environment and identify startup opportunities.
3. Develop and assess a business plan.
4. Apply project formulation and feasibility analysis techniques.
5. Understand the institutional support available for entrepreneurs.