

<b>COURSE TITLE</b>	<b>INNOVATION &amp; STARTUP MANAGEMENT</b>
<b>COURSE CODE</b>	<b>04MB0392</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Analyze the key components of successful startups and the factors that contribute to innovation in various industries.
- 2 Apply creative thinking and design thinking methodologies to generate and validate innovative business ideas.
- 3 Evaluate and apply funding strategies, financial management principles, effective pitching techniques, and legal frameworks to support the sustainable growth and operational efficiency of startups.
- 4 Evaluate Design and implement growth strategies and innovation practices while analyzing challenges, risks, and lessons from case studies to drive sustainable scalability and competitive advantage for startups.
- 5 Formulate effective growth strategies and risk mitigation plans to scale a startup successfully in a competitive market.

**Pre-requisite of course:**NA

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Innovation and Startups</b> Understanding Innovation: Definition, types of innovation (incremental, disruptive, radical), and their importance in business., Startup Ecosystems: Overview of startup ecosystems, including incubators, accelerators, and venture capital., The Startup Journey: Phases of startup development from ideation to scaling, including validation and market entry., Key Success Factors for Startups: Identifying the critical factors that contribute to startup success and sustainability., Disruptive Innovation Theory: Explains how startups challenge established industries.	15

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
2	<b>Idea Generation and Business Model Development</b> Creative Thinking and Idea Generation: Techniques for fostering creativity and generating innovative ideas (e.g., brainstorming, design thinking)., Business Model Canvas: Understanding and applying the Business Model Canvas to design and assess business models., Value Proposition Design: Crafting compelling value propositions that resonate with target customers., Market Research and Validation: Techniques for conducting market research, testing ideas, and validating business concepts., Lean Startup Methodology: Helps in creating and testing minimum viable products (MVPs).	15
3	<b>Funding and Financial Management for Startups</b> Funding Sources for Startups: Analyze various funding sources available for startups, including venture capital, angel investing, crowdfunding, and government grants, assessing their pros and cons in the context of startup growth., Financial Planning and Management: Basics of financial management for startups, including budgeting, forecasting, and financial statements. Evaluate the principles of financial planning and management for startups, focusing on budgeting, forecasting, cash flow management, and the importance of financial sustainability., Pitching to Investors: Developing effective pitch decks and presenting to potential investors. Examine the key elements of an effective investor pitch, analyzing how to communicate value propositions, business models, and growth potential to attract funding., Legal Considerations: The legal aspects of starting a business, including intellectual property, contracts, and compliance. Critically assess the legal considerations for startups, including intellectual property protection, compliance with regulations, and the importance of contracts and agreements in mitigating risks.	15
4	<b>Growth Strategies and Innovation Management</b> Scaling a Startup: Strategies for scaling operations, marketing, and customer acquisition. The strategies and operational considerations involved in scaling a startup, focusing on resource allocation, market penetration, and organizational structure., Innovation Management: Best practices for managing innovation within startups, including fostering a culture of innovation. Processes and practices of innovation management, assessing how organizations can foster a culture of creativity and effectively implement new ideas., Challenges and Risks: Identifying common challenges faced by startups and strategies to mitigate risks. Examine the common challenges and risks associated with scaling a startup, including market competition, financial constraints, and regulatory hurdles, and analyze strategies for mitigation., Case Studies: Analysis of successful and unsuccessful startups to extract lessons learned and best practices. Case studies of successful and failed startups to identify key factors influencing scalability, innovation, and overall business sustainability.	15
<b>Total Hours</b>		<b>60</b>

**Textbook :**

- 1 The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Eric Ries, Crown Business, 2011
- 2 Innovation and Entrepreneurship, Peter F. Drucker, Harper Business, 2006
- 3 Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers, Geoffrey A. Moore, Harper Business, 2014
- 4 The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company, Steve Blank, Bob Dorf, Wiley, 2012

**References:**

- 1 The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, Clayton M. Christensen, Harvard Business Review Press, 1997
- 2 The Other Side of Innovation: Solving the Execution Challenge, The Other Side of Innovation: Solving the Execution Challenge, Vijay Govindarajan, Chris Trimble, Harvard Business Review Press, 2010

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	20.00	20.00	20.00	20.00

**Instructional Method:**

- 1 PPT, Board work, Case study,

**Supplementary Resources:**

- 1 <https://www.linkedin.com/pulse/understanding-four-types-startups-tailoring-your-strategy-salloum-c4akc/>
- 2 <https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-021-00156-6#:~:text=Innovation%20has%20become%20a%20necessity,the%20form%20of%20better%20performance>
- 3 <https://productschool.com/blog/product-strategy/difference-prototype-mvp>
- 4 <https://www.startupindia.gov.in/content/sih/en/Legal-Considerations-for-a-Startup-.html>
- 5 <https://www.nitap.ac.in/storage/pdf/f63d0ea9127821f83a5a4ad9f1531be8-10-04-11of%20IPR.pdf>
- 6 <https://online.hbs.edu/blog/post/strategy-implementation>