

**DEPARTMENT OF COMMERCE**

**SHYAM LAL COLLEGE, UNIVERSITY OF DELHI**

<b>Subject- INNOVATION AND ENTREPRENEURSHIP</b>		<b>Course &amp; Sem: COMMERCE, SEM IV, SEC</b>		<b>Teacher- DR. MANISHA , DR. TRIVENI</b>
<b>S.N.</b>	<b>From</b>	<b>To</b>	<b>Topics</b>	
Week 1	18-Jan-24	20-Jan-24	Understanding the concept and process of creativity; Approaches to understanding creativity; differentiate between invention and innovation.	
Week 2	22-Jan-24	27-Jan-24	Activity week - Students exploring within themselves the nature of the creative process in groups	
Week 3	29-Jan-24	03-Feb-24	Understanding entrepreneurial mindset and skills (creativity, decision making, risk taking behaviour, networking) in different contexts through discussion of a case study	
Week 4	05-Feb-24	10-Feb-24	Generate ideas for solving their identified problem using mind mapping, focus groups, idea generation tool kit (SCAMPER).	
Week 5	12-Feb-24	17-Feb-24	Critically assess the feasibility of the proposed ideas by learning through the failures of others – case studies of some ventures that could not sustain	
Week 6	19-Feb-24	24-Feb-24	Build a business plan using the lean canvas model and survey/questionnaire/interview/secondary research.	
Week 7	26-Feb-24	02-Mar-24	Design and prototype the proposed business solution/model/product.	
Week 8	04-Mar-24	09-Mar-24	Evaluation of the proposed business plan/model. Submission of formal business plan (written) by each group.	
Week 9	11-Mar-24	16-Mar-24	Formulating growth/scaling up strategies; building and managing organisations; role of leadership and team based culture, entrepreneurial resilience and ongoing creativity.	
Week 10	18-Mar-24	23-Mar-24	Financing the innovation: pitching and communicating the idea. Sources of finance: crowdfunding, venture capital, equity funds, angel investing, borrowing (including government initiatives, bank and public funded schemes)	
<b>MID SEMESTER BREAK</b>				
Week 12	01-Apr-24	06-Apr-24	Various forms of IPR (patent, copyright, trademark, geographical indication, industrial design)	
Week 13	08-Apr-24	13-Apr-24	Activity weeks - Submission of final project report (written) and presentation (oral) by each group, Viva.	
Week 14	15-Apr-24	20-Apr-24	Activity weeks - Submission of final project report (written) and presentation (oral) by each group, Viva.	
Week 15	22-Apr-24	27-Apr-24	Presentations	
<b>Dispersal of Classes (12th May 2024)</b>				

- Teaching Methods :**
- 1 LECTURES
  - 2 PRESENTATIONS
  - 3 PROJECTS