



**ANDHRA UNIVERSITY**

**ఆంధ్ర విశ్వకళా పరిషత్**

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

## **Course: Entrepreneurship & Innovation Management**

### **Summary**

|                           |                            |
|---------------------------|----------------------------|
| Course Status:            | Upcoming                   |
| Course Type:              | Elective                   |
| Duration:                 | 8 weeks                    |
| Last Date for Enrollment: | 28th Feb 2023              |
| Start Date:               | 1 <sup>st</sup> March 2023 |
| End Date:                 | 30 <sup>th</sup> May 2023  |
| Exam Date:                | 15th June 2023             |
| Category:                 | Management                 |
| Credit Points:            | 2                          |
| Level:                    | Undergraduate/Postgraduate |

### **Course Layout**

#### **Week 1: Introduction**

Structure: Explain, define and understand entrepreneurship – Explain, define and understand entrepreneur – Describe the nature of entrepreneurship – Explain the need of entrepreneurship – Discuss the relationship between Entrepreneurship and Management – Describe the role and functions of entrepreneurship – Discuss the various types of entrepreneurs – Summary – Self-Assessment Questions

#### **Week 2: Women Entrepreneurship**

women entrepreneurs in economic empowerment – Understand the concept of women entrepreneurs – To learn the various categories of women entrepreneurs in India – Explain the emergence of women entrepreneurs and its development in different decades – Describe the functions of women entrepreneur – Discuss the growth of women entrepreneurs at the national and global level – Challenges faced by women entrepreneurs – Role of government to develop Women Entrepreneurs in India – Summary – Self-Assessment Questions

### **Week 3: Creating and Starting the Venture**

Structure: Understand the checkpoints before starting a venture – To describe the stages in starting a new venture – Defining the business opportunity – Makeup of a business opportunity – How to identify business opportunities? – Great sources of idea generation for new product development – Idea assessment and business development process – Process of setting up a business enterprise – Understand the criteria to select the best idea – Summary – Self-Assessment Questions

### **Week 4: Setting up New Venture**

Structure: Study the role of SSI in Indian economy – Describe the major industries in small scale sector – Understand the importance of small-scale industries micro small and medium enterprises – Discuss MSMES contribution to the economy – Understand the registration procedure of MSMES – Describe forms of business organization – Explain value-added tax – Summary – Self-Assessment Questions

### **Week 5: Entrepreneurial Support**

Structure: To study and learn about Government of India's Support for Innovation and Entrepreneurship in India – Government Support for entrepreneurship via Programmes & Schemes – Skills Development & Training for Entrepreneurship Education – Describe the role and support of SIDO, NAYE, SBI, DIC, SIDBI, SFCs, NSIC – The role of National Bank for Agriculture and Rural Development in rural entrepreneurship – Schemes and Programs of Khadi and Village Industries Commission – Goa Handicraft Rural and Small Scale Industries Development Corporation (GHRSSIDC) – Goa- Industrial Development Corporation its functions and powers – Summary – Self-Assessment Questions

### **Week 6: Taxation Benefits**

describe the Government taxation support for the SSI – To understand the Taxation and its Benefits to Small Scale Entrepreneurs – To describe the concessions/exemptions available for SSI – To understand the conditions which are not eligible for SSI concessions? – Provisions related to Brand Name under SSI exemption scheme – Income Tax Benefits

under Income Tax Act 1961 for SSI – The rules for claiming the deduction of investment allowance by an entrepreneur – An overview of MSME BUDGET and benefits to entrepreneurship and MSMEs in particular – Preparedness for GST (Goods and Services Tax) in the Ministry of MSME – Summary – Self-Assessment Questions

### **Week 7: Innovation in Entrepreneurship**

Structure: To describe the role of innovation in entrepreneurship – To understand between the difference of purposeful innovation and systematic innovation – Explain how entrepreneurs innovate – Understand the concept of social innovation and economic innovation – The seven sources for innovative opportunity – Knowledge-based innovation – The characteristics of knowledge-based innovation – What knowledge-based innovation requires – Principles of innovation – The conservative innovator – Summary – Self-Assessment Questions

### **Week 8: Business Incubation**

Structure: Learn about business incubation: Definition and objectives of business incubation – Understand the services provided by incubator – Describe who can be incubatees and what incubatee needs – Understand how incubators can improve the start-up ecosystem in India – Know whom incubators incubate – Discuss the indicators to best assess the businesses to be incubated – Know the possible investors who would encourage support of new technology – Describe history of business incubation – Illustrate the benefits of business incubation – Provide an overview of global and Indian business incubation – Describe the process designing of business incubation programs – Explain the stages of business incubation development: – Describe formation of a business incubator – Discuss the barriers of incubation in India – Summary – Self-Assessment Questions

### **Certificate Course**

The course is free to enroll and learn from.

Date of Online Exams: **15th June 2023**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

## **CRITERIA TO GET A CERTIFICATE**

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria – 40%

Only the e–certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.