

Minor Track: Innovation and Entrepreneurship

Minor Track Objective:

University graduates require specific skills to enter the rapidly changing employment environment. The ability to think creatively, and identify opportunities and then innovative operationalization of identifies opportunities as an entrepreneur are objectives of this minor track. One of the objective of this program is to familiarize the students with the concepts of innovation, creativity and entrepreneurship to enhance a graduate's ability to create employment. The program is aimed to foster creativity among students to solve the problems around us with an entrepreneurial approach. After completion of the minor track graduates will be able to critically analyse their own development and be empowered to achieve: personally, professionally and socially.

The pedagogy and evaluation process used for this minor track is to help students to learn differently, think creatively to solve social and business problems by thinking creatively as a catalyst for innovation, rather than as an observer of innovation.

Minor Track Outcomes:

The minor track which is a value addition has been designed to prepare eligible candidates to:

- Distinguishing, identifying, analysing and evaluating worldwide and local businesses.
- Identifying social and Business problems and innovative solutions through creative thinking
- Create new independent business ventures.
- Understand innovation and entrepreneurial concepts

Summary of Courses

Sl. No.	Minor Track Course Code	Course Title	Lecture (L) Hours Per Week	Tutorial Hours Per Week	Practical Hours Per Week	Total Credits
1	MTIE1001	Introduction to Innovation and entrepreneurship	1	1	1	3
2	MTIE1002	Product Innovation		1	1	3
3	MTIE1003	Crafting business models and Lean Start-ups	1	1	1	3
4	MTIE1004	Process Innovation		1	1	3
5	MTIE1005	Organizing Business and Entrepreneurial Finance	1	1	1	3
6	MTIE1006	Project Work			3	3
					Total	18

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COURSE OUTLINE

Course Title:	Introduction to Innovation and Entrepreneurship				
Course Code:	MTIE 1001			Credits:	3
Program:	Minor Track			Semester:	1
Brief Course Description:	Comprehend the role of bounded rationality, framing, causation and effectuation in entrepreneurial decision making.				
Learning Outcome	Students will learn techniques for improving the flexibility and originality of their thinking and will explore approaches used by managers and organizations to create and sustain high levels of innovation.				
Module	Content				
Introduction to Entrepreneurship	Introduction to Entrepreneurship: Entrepreneurs; entrepreneurial personality and intentions - characteristics, traits and behavioural; entrepreneurial challenges.				
Introduction to Innovation	Introduction to Innovation Introduction, Making a case for creativity, Creative thinking as a skill, Valuing diversity in thinking, Thinking preferences, Creativity styles				
Entrepreneurial Opportunities	Entrepreneurial Opportunities Opportunities. Discovery/ creation, Pattern identification and recognition for venture creation: prototype and exemplar model, reverse engineering.				
Entrepreneurial Process and Decision Making	Entrepreneurial Process and Decision Making Entrepreneurial ecosystem, Ideation, development and exploitation of opportunities; Negotiation, decision making process and approaches, Effectuation and Causation.				
Industry Perspective	Industry Guest speakers discuss practical aspects of innovations and Entrepreneurship				
Course Evaluation	Internal Assessment			CIV	Total
	CI	CII	CIII		
% Weightage	20	15	20	50	100

(C-I- Case Discussion, C-II- Presentation, C-III – Assignment C-IV- Group project

Text & References:

- Kachru, Upendra, *India Land of a Billion Entrepreneurs*, Pearson
- Bagchi, Subroto, (2008), *Go Kiss the World: Life Lessons for the Young Professional*, Portfolio Penguin
- Bagchi, Subroto, (2012). *MBA At 16: a Teenager's Guide to Business*, Penguin Books
- Bansal, Rashmi, *Stay Hungry Stay Foolish*, CIIE, IIM Ahmedabad
- Bansal, Rashmi, (2013). *Follow Every Rainbow*, Westland.
- Mitra, Sramana (2008), *Entrepreneur Journeys (Volume 1)*, Booksurge Publishing
- Abrams, R. (2006). *Six-week Start-up*, Prentice-Hall of India.

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COURSE OUTLINE

Course Title:	INNOVATION MANAGEMENT		
Course Code:	MTIE 1002	Credits:	3
Program:	Minor Track	Semester:	2
Brief Course Description:	The objective of this course is to equip students from different streams with an understanding of the main issues in Innovation and Creativity. Innovation is a fundamental driver of competitiveness and it plays an important role in improving quality of life. This course will help the students to understand the Strategies, tools and techniques for managing innovation, The course will emphasize on research activities of the Innovation.		
Learning Outcomes:	<p>Integration of knowledge and understanding of different aspects of innovation, and its role in business and society.</p> <p>Application of innovation-related theories in different settings in order to generate new approaches to innovation.</p> <p>Demonstration of awareness of sustainability aspects of innovation.</p> <p>Assessment and interpretation of innovation processes</p> <p>Development and formulation of managerial strategies to shape innovative performance</p>		
Course Contents:			
Module	Content		
Understanding Innovation	Innovation and creativity , Importance of Innovation, Innovation Strategy Networks and Communities of Innovators The Management of Research and Development		
Types of Innovation	Types and sources of innovations, Disruptive innovations, Open innovation, Business innovation, Bottom-of-the-pyramid innovation Understanding the cycle of innovations.		
Managing innovation	Appropriating the value of innovation, Institutions for innovation Managing global innovation. Collaboration for innovation. Organizing for innovation		
Creativity	Recognising the difference between creativity & innovation, Breaking through thought patterns and assumptions. Recognising left and right brain thinking Identifying how creative we are Individual creative thinking exercise, group review and self-assessment questionnaire, Enabling creativity, Identifying ways to further develop creative thinking.		
Creative problem solving	Creative problem solving techniques, Using the problem checklist, “go wild” and 5 whys. Applying to work related problems Facilitator demonstration of techniques, pairs or trios exercise		
Innovation and creativity application in practice	Guest speakers from the academic and industrial community. Who will discuss innovations in Academic and Industry.		
Applying the learning	Turning creative ideas into action. Innovative Product and services identification and evaluation.Small group practical problem solving and creative thinking activities, group feedback and review		

Course Evaluation:	Internal Assessment			C-IV	Total
	C-I	C-II	C-III		
% Weightage	20%	15%	15%	50%	100%

(C-I- Case Discussion, C-II- Presentation, C-III – Assignment C-IV- Group Projects)

Text & References:

- *Innovation Management by Ahmed, Pervaiz K. and Charles D. Shepherd, Prentice Hall, 2010.*
- *Making Innovation Work: How to Manage It, Measure It, and Profit from It by Tony Davila, Marc Epstein, and Robert Shelto .*
- *Innovation Management and New Product Development by Paul Trott*
- *An Integrative Approach to Innovation Management Tidd, Bessant and Pavitt , Tata McGraw*
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- *Hill*

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Course Title:	PRODUCT INNOVATION		
Course Code:	MTIE 1003	Credits:	3
Program:	Minor Track	Semester:	3
Brief Course Description:	Product Innovation will introduce students to overall awareness of the product design process. It will also help them to understand methods, tools and techniques applied in product design. It includes product design process, user study, need/problem identification, development of design The course provides a set of key skills for individuals aiming to become product developers or product managers or entrepreneurs		
Learning Outcomes:	Identify and evaluate innovation sources (including academic research) and new entrepreneurial opportunities Evaluate the process frameworks for developing new products Critically evaluate different models and perspectives on product innovation; Elaborate how products can provide value to users through both functional features and branding strategies, apply problem solving and decision making among people with different disciplinary perspectives		
Course Contents:			
Module	Content		
Introduction to Product Innovation	What is Product and services product management?, development of new products. Innovation process and its sources, Business network surrounding product development, Resources involved in product development		
New Product Development	Product development. It looks at the process of developing new products and examines many of the new product management issues faced by companies during the new products process: strategic planning for new products and opportunity identification and selection, These principles and tools include two main issues: (a) strategic management of innovation and New Product Development (NPD) (b) steering and controlling the NPD process.		

New product Launching	Development and strategic launch planning, Product Portfolio Management Ansoff Matrix.				
Product innovation in corporates	Guest speakers from the academic and industrial community. Who will discuss product innovations in Academic and Industry				
Applying the learning	Small group practical problem solving and creative thinking activities, group feedback and review				
Course Evaluation:	Internal Assessment			C-IV	Total
	C-I	C-II	C-III		
% Weightage	20%	15%	15%	50%	100%

(C-I- Case Discussion, C-II- Presentation, C-III – Assignment C-IV- Group Projects

Text & References:

- *New Products Management by Crawford, Merle and Anthony Di Benedetto Eleventh edition, McGraw-Hill International Edition, 2015.*
- *Trott, Paul, Innovation Management and New Product Development, Fifth Edition, Pearson, 2012.*
- *Product Innovation: Leading Change through Integrated Product Development By David L. Rainey*
- *Product Innovation by Dr B R Londhe ICFAI Publications*

AMITY BUSINESS SCHOOL COURSE OUTLINE



Course Title:	Designing and Leading the Entrepreneurial Organization		
Course Code:	MTIE 1004	Credits:	3
Program:	Minor Track	Semester:	4
Brief Course Description:	This subject is about building, running, and growing an organization. Subject addresses the principles of organizational architecture, group behaviour and performance, interpersonal influence, leadership and motivation in entrepreneurial settings.		
Learning Outcomes:	<ul style="list-style-type: none"> • Think analytically about designing organizational systems from scratch • shape an organization's culture • build a successful organization for the long-term • improve the likelihood of personal success 		
Course Contents:			
Module	Content		
Components for Successful organisation design	Strategy ,Design criteria ,Key process ,Governance structure ,Organization structure, Implementation plan		
Entrepreneurial organisation design	Entrepreneurial organizational design and the broader environment of the organization, Articulation of entrepreneurial organisation in dealing with Schumpeterian creative destruction		

Entrepreneurial leadership	Entrepreneurial leadership and responsible organizational design and its associated concepts, Critical evaluation of complex organizational problems and processes in relation to entrepreneurial leadership.				
Entrepreneurial leadership perspective evaluation	Evaluate how different perspectives related to entrepreneurial leadership and corporate responsibility contribute to long-term organizational survival Discuss how firms have a wider social responsibility beyond their traditional role Combine the different perspectives underpinning entrepreneurial leadership to develop responsible organizational designs fostering long-term firm survival Explain how entrepreneurial leadership can be implemented into responsible organizational designs				
Practical aspects of Designing entrepreneurial organisation	Guest speakers from the academic and industrial community. Who will discuss process innovations in Academic and Industry				
Practical aspects of Entrepreneurial leadership	Guest speakers from the academic and industrial community. Who will discuss process innovations in Academic and Industry				
Course Evaluation:	Internal Assessment			C-IV	Total
	C-I	C-II	C-III		
% Weightage	20%	15%	15%	50%	100%

(C-I- Case Discussion, C-II- Presentation, C-III – Assignment C-IV- Group Projects
Text & References:

References

Market Rebels: How Activists Make or Break Radical Innovations
By *Hayagreeva Rao* Princeton University Press, Princeton, 2009

Self Made: The Definitive Guide to Business Start-Up Success by Bianca Miller-Cole and Byron Cole: from £10,
Hodder & Stoughton

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COURSE OUTLINE

Course Title:	PROCESS INNOVATION		
Course Code:	MTIE 1005	Credits:	3
Program:	Minor Track	Semester:	5
Brief Course Description:	The course aims to provide an understanding of the concepts and practices of systems analysis. Emphasis is placed on the evolving context of systems analysis, ranging from automating existing processes, to innovative redesign of processes, to radical transformation. ▪ Discuss the strengths and limitations of various innovative processes .		

Learning Outcomes:	Describe and explain the activities and contexts of Process Innovation Describe the changing nature of processes Innovation Approach an organization to study its innovative processes Analyse the processes in an organization, and to explore alternative options for redesigning or improving processes,				
Course Contents:					
Module	Content				
Introduction to different Process in an organisation	Process is combination of facilities, skills and technologies that are used to produce products or provide services.. Process is a naturally occurring or designed sequence of steps or events which produces some outcome. What is Process Innovation?• Process innovation combines adopting a process view of business functions with the application of new ideas and technology. Process innovation depends on the transfer of knowledge and information				
	Increase bottom-line profitability,Improve efficiency, improve productivity, Increase employee job satisfaction Deliver enhanced product or service value to the customer, For reducing processing time & costs.				
Indicators of Process Innovation	Why this process this way? Customer perspective, innovative ideas across the industry and try possibilities. Need of shop floor involvement inn Process Innovation Around the edges syndrome,, Black box syndrome				
Keys to Process and Steps in Process Innovation	Migrating to a new process Problem Recognition in an existing process. Analysis of current process and strategies for new process, Promoting individual and organizational learning strategies sustains process innovation				
Processes Innovation Tools	Elimination or decrease in manual processes. Improved analysis of information and decision making. Capture and distribute organizational information. Monitoring process status. Coordination of tasks and processes (cross functional Developing Assembly Charts for studying conceptual Framework of material flow. Computer Aided Designing (CAD), time Study, Value Engineering and Analysis. Business Process Reengineering. Benchmarking.				
Value Chain Analysis	A value chain is the full range of activities — including design, Production, marketing and distribution — businesses go through to bring a product or service from conception to delivery. Value chain Processes				
EXAMPLES OF PROCESS INNOVATION IN PRACTICE	Precision Ring Makers (PRM) SIX SIGMA KAIZEN ,BPR TQM				
PROCESSES INNOVATION APPLICATION IN INDUSTRIES	Guest speakers from the academic and industrial community. Who will discuss process innovations in Academic and Industry				
Applying the learning	Small group practical problem solving and creative thinking activities, group feedback and review				
Coourse Evaluation:	Internal Assessment			C-IV	Total
	C-I	C-II	C-III		
% Weightage	20%	15%	15%	50%	100%

(C-I- Case Discussion, C-II- Presentation, C-III – Assignment C-IV- Group Projects

Text & References:

- *Process Innovation: Enabling Change by Technology by Schallmo, Daniel R. A., Brecht, Leo, Ramosaj, Bujar Springer Publication*
- *Process Innovation: Reengineering Work through Information Technology by Thomas H. Davenport Harvard Business Press*
- *Product Management by Dr B R Londhe ICFAI Publications*

AMITY BUSINESS SCHOOL COURSE OUTLINE



Course Title:	Innovation and Entrepreneurship Project				
Course Code:	MTIE 1006	Credits:	3		
Program:	Minor Track	Semester:	6		
Brief Project report Description:	Feasibility plan Entrepreneurship project Executive summary Business concept 7 Product or services Market research and analysis Market plan 10-11 Manufacturing or operations Entrepreneurship team Financial documentation				
Course Evaluation:	Internal Assessment			C-IV	Total
	C-I	C-II	C-III		
% Weightage	20%	15%	15%	50%	100%

(C-I- Project planning and project outline C-II-Mid Project Presentation, C-III –Project Report C-IV- Full Project presentation)