

INNOVATION, ENTREPRENEURSHIP AND CREATIVE THINKING

Audit Course (Value Added)

(SEMESTER V)



(2022-23)

Kanya Maha Vidyalaya, Jalandhar

(Autonomous)

The Heritage Institution

INNOVATION, ENTREPRENEURSHIP AND CREATIVE THINKING

Course Title: Innovation, Entrepreneurship And Creative Thinking

Nature of Course: Audit Course (Value-added)

Course Duration: 30 hours

Course intended for: Semester V students of undergraduate degree programme of-

B.A. (Pass Course)

B.A. (JMC)

B.Sc. (Medical)

B.Sc. (Non-Medical)

B.Sc. (Computer Science)

B.Sc. (Economics)

B.Sc. (Home Science)

B.Sc. (Fashion Designing)

B.Voc. (Animation)

B.Voc. (Retail Management)

B.Voc. (Management & Secretarial Practices)

B.Voc. (Textile Design & Apparel Technology)

B.Voc. (Nutrition, Exercise & Health)

B.Voc. (Beauty & Wellness)

B.Voc. (Hospitality and Tourism)

B.Voc. (Artificial Intelligence & Data Science)

Course Credits: 2 (For credit based continuous evaluation grading system)

Course Code: SECI-5541

Objectives of the Course:

It is a distinctive and innovative programme structured to prepare the students professionally for meaningful social engagement by setting new patterns and possibilities for employment generation through innovations and entrepreneurship. The purpose of the course is to help students acquire necessary knowledge and skills required for carrying out innovative and entrepreneurial activities, and to develop the ability of analyzing and understanding business situations.

Learning Outcomes:

On successful completion of this course, students will be able to:

- ❖ assess and analyze entrepreneurship as a career choice,
- ❖ develop creative and innovative skills,
- ❖ analyse the business environment in order to identify business opportunities,
- ❖ consider the legal and financial conditions for starting a business venture,
- ❖ explain the importance of marketing and management in small businesses venture,
- ❖ develop a business idea into a comprehensive and highly scalable business model,

- ❖ design a successful business plan and launch their product or service in the market
- ❖ understand personal creativity, identify what are the creative tools and improve their creative problem-solving skills.

CURRICULUM

Course Code: SECI 5541

Course Credits: 2

Total contact hours: 30

MODULE	TITLE	HOURS
I	Introduction to Entrepreneurship	3 Hrs.
II	Creativity & Innovation	3 Hrs.
III	Entrepreneurial Competencies	3 Hrs.
IV	Management Skills & Functions	3 Hrs.
V	Business Opportunity Identification & Market Analysis	3 Hrs.
VI	Business Plan Preparation	3 Hrs.
VII	Business Model Canvas	3 Hrs.
VIII	Start-Up Financing & Launching	3 Hrs.
IX	Workshop on Design Thinking	4 Hrs.
X	Final Assessment Feedback and Closure	2 Hrs.

EXAMINATION

- **Total Marks:** 25 (Final Exam: 20; Internal Assessment: 5)
- **Final Exam:** Multiple Choice Questions: Marks- 20; Time: 1 hour
- **Internal Assessment:** 5 (Assessment: 3; Attendance:2)
A comprehensive multiple-choice quiz at the close of the programme. Marks: 3; Time: 0.5 hour (30 minutes).
- **Total marks:** 25 converted to grade for final result.