

Programme code:	B.COM-BPS			Programme Title:	Bachelor of Commerce (Business Process Services)	
Course Code:	23UBP4VA			Title:	Batch:	2023-2026
				VAC-II	Semester:	IV
Lecture Hrs. or Practical Hrs.	30	Tutorial Hrs./Sem.	-	Transformation of Business Model in the Effects of Entrepreneurial	Credits:	2*

Course Objective

The main objective is to provide knowledge about Innovation, Business Models and Entrepreneurship.

Course Outcomes

C01	To understand the basic of Innovation, business model and Entrepreneurship.	K1
C02	To understand the various functions of "Innovation, Business Models And Entrepreneurship".	K2
C03	To acquire conceptual and analytical skills related to business models.	K3
C04	To analyze about the various innovation business ideas.	K4
C05	To evaluate the recent trends of entrepreneurship in Indian context.	K5

Mapping

PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C01	H	H	H	H	H	M	M	M	H	H
C02	H	H	H	H	H	M	M	M	H	H
C03	H	H	H	M	M	M	M	M	H	H
C04	H	H	H	H	H	M	M	M	H	H
C05	H	M	H	H	H	M	M	H	M	H

L-Low; M-Medium; H-High

Units	Content	Hrs
Unit I	Current Business Scenario, Innovation and Creativity-An Introduction, Innovation in Current Environment, Types of Innovation, School of Innovation. Challenges of Innovation, Steps of Innovation Management.	12
Unit II	Experimentation in Innovation Management, Idea Championship, Participation for Innovation, Co-creation for Innovation, Proto typing to Incubation. Business Model, Entrepreneur, Social Entrepreneurship.	12
Unit III	Marketing of Innovation, Technology Innovation Process, Sustainability Innovation and Entrepreneurship, Innovation Sustainable Conditions, Innovation: Context and Pattern, Management of Innovation, creation of IPR, Types of IPR, Patents and Copyrights, Patents in India	12
	Total Contact Hrs	60

*Italicized texts are for self study

Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Method**Prescribed Books:**

1. 8 Steps to Innovation: Going From Jugaad to Excellence – Book by Rishiksha T. Krishnan and Vinay Dabholkar.
2. Innovation and Entrepreneurship Book by Peter Drucker.
3. HBS series on Innovation and Entrepreneurship.