Audyogik Shikshan Mandal's College Of Commerce, Science & Information Technology (Affiliated To University Of Pune & Recognised By Govt. Of Maharashtra) Id No. Pu\Pn\Sc\160\2001

Date:-09/01/2024

NOTICE

This is informed to all BBA-IB Students from 15th January 2024 itself your Innovation & Entrepreneurship (Value add course) will be started. Students are requested to follow the given Time Table.

Day:-Monday, Wednesday and Friday

Time:-12.30 pm to 1.30 pm

Class Room No .: -01

Course Coordinator



Principal

College of Commerce, Science & Information Technology S. No. 29/1+2A, Pune-Mumbai Highway. Pimpri, Pune - 411 018.

ASM's College of Commerce, Science & Information Technology Pimpri, Pune-18 Value Added Courses:IE101

Title of the course	Innovation & Entrepreneurship
Course Credit	2 Credits (30 hrs)
Content of the Proposed course	 Basics of Innovation & Entrepreneurship- ASM module 18 hrs AWS Innovation Badge 2 hrs AWS Startup Badge 10 hrs
Course teaching Hrs	17 Hrs
Practical Hrs	12 hrs
Tutorial/ Evaluation Hrs	1 hrs
Justification Of Course	 Students have the opportunity to apply the concepts and tools in real-world scenarios, fostering an entrepreneurial mindset and enhancing their ability to innovate and created business value. The university syllabus may not provide the same level of practical application. The value-added course offers a specialized focus on AWS Innovation Badge and AWS Startup Badge, which may not be covered in the university syllabus. The course aligns with current industry practices and trends, ensuring students gain practical skills applicable in the startup ecosystem. Students have hands-on training and exercises specific to AWS badges, fostering an entrepreneurial mindset and practical application of concepts. The course incorporates the latest advancements in AWS services, keeping students informed about emerging technologies and their application to entrepreneurship.
Course Outcome	 Understand the fundamentals of innovation and entrepreneurship. Familiarize themselves with AWS Innovation Services, including the AWS Innovation Badge and AWS Startup Badge. Develop an innovative mindset and enhance creativity, critical thinking, and problem-solving skills. Acquire essential entrepreneurial skills such as opportunity identification, market analysis, and business planning. Explore innovative approaches to business model design and value creation. Gain insights into the startup ecosystem, including funding sources and networking opportunities. Develop effective pitching and presentation skills to

	 communicate ideas and attract stakeholders. Learn how to implement innovative ideas and overcome barriers in real-world scenarios. Understand risk management and build resilience in the face of challenges. Emphasize ethical considerations and social responsibility in entrepreneurship
Do you wish to issue certificates	Yes
Do you Print SPPU logo on Certificate	Yes
Fees if any to be charged	Yes
Evaluation Methods	Yes

Syllabus:

Module-1: Innovation & Entrepreneurship ASM module

- Innovation and design thinking
- How we can use design thinking to solve problems
- Social innovation: Why it is important
- Concept of crowd funding.: Understands the big picture, how it can be used, and why it is critical for them to learn crowd funding as a life-skill.
- What are non-profits and NGO's?
- Essential about fundraising.
- Entrepreneurship: Brain Storming Exercise, Problem Analysis and Idea Generation, Business Pitch Competition Introduction.
- Customer Research Lecture, Group work on SWOT Analysis and Presentation, Group work on Customer Development Interviews
- Start up Lecture & Discussion, Brain Storming, Company Model, Business Plan,
 Funding Lecture, Pitch Model & Example Pitch Lecture, Business Pitch Exercise

Module- 2: AWS Innovation Badge (2 hrs)

- Design Thinking
- Design Thinking Phases
- · Culture of Innovation
- How Amazonians Tackle Innovation
- Models of Innovation
- Tools and Mechanisms
- The Innovation Process
- Work Intentionally
- Work Intentionally: Generating Ideas
- Work Backwards
- Work Backwards: PR/FAQ and Visuals

- Work Iteratively Leadership Principles
- · What are the Leadership Principles?
- How Do I Apply the Amazon Leadership Principles?

Module-3: AWS Startup Badge (10 hrs)

- Getting Started As A Founder: Introduction, Developing Your Idea, Finding a Co-Founder, Understanding Equity and Compensation Models, Debunking Myths about Getting Started
- Customer Discovery & Development: Introduction, Customer Discovery, How to Find & Listen to Customers, Customer Validation &, Understanding Your Market, Building a Prototype
- Building Your MVP: Introduction, Introducing the Concept of a MVP, How to Develop a MVP, Potential Pitfalls, Fundamentals of Working with AWS, Introduction to Data Architecture with AWS, Additional AWS Services
- Legal Fundamentals: Introduction, Assessing Your Legal Needs, Finding a Lawyer, NDAs, IP, and Other Legal Considerations
- How to Fundraise: Introduction, Introduction to Fundraising, Funding Sources
 Outside of VC, Crafting a Fundraising Narrative, What Makes a, Good Pitch
 Deck, How to Prospect Your Initial Fundraising Funnel, Initiating Fundraising
 Mode, Frequently Asked Questions about Fundraising
- Growth Strategies and Company Culture: Introduction, Module Overview, Understanding the Stages of Growth, How to Build a Product Roadmap, Common Startup Growing Pains, Culture

Learning Resources: A)Books and Reference

- "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen:
- "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries:
- "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel and Blake Masters:
- "The Innovator's Solution: Creating and Sustaining Successful Growth" by Clayton M. Christensen and Michael E. Raynor: Building upon "The Innovator's Dilemma
- "The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm" by Tom Kelley and Jonathan Littman:
- "Disciplined Entrepreneurship: 24 Steps to a Successful Startup" by Bill Aulet:
- "The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company" by Steve Blank and Bob Dorf:

 "Originals: How Non-Conformists Move the World" by Adam Grant: Exploring the mindset of original thinkers and innovators,

 "Design Thinking: Integrating Innovation, Customer Experience, and Brand Value" by Thomas Lockwood and Edgar Papke:

 "The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators" by Jeff Dyer, Hal Gregersen, and Clayton M. Christensen

C.S.I.T Pimpri Pune-18.

Principal

College of Commerce, Science & Information Technology S. No. 29/1+2A, Pune-Mumbai Highway. Pimpri, Pune - 411 018.



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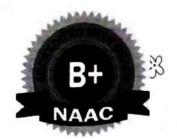
Content of the Proposed course -

Basics of Innovation & Entrepreneurship- 18 hrs. - AWS Innovation Badge 2 hrs - AWS Startup Badge 10 hrs

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Course Credit 2 Credits (30 hrs)

Course Teaching -17 hrs. Practical-12 hrs Tutorial/ Evaluation-1 hrs

Department of Management





Principal

College of Commerce, Science & Information Technology S. No. 29/1+2A, Pune-Mumbai Highway. Pimpri, Pune - 411 018.

NAAC ASM College Of Commerce, Science & Information Technology (Affiliated To University Of Pune & Recognised By Govt. Of Maharashtra) Id No. Pu\Pn\Sc\160\2001

Digital Marketing-Student List

ROLL NO.	NAME OF THE STUDENT
2202002	AISHWARYA VINOD NAIR
2202005	ANTHONY KRISH ANDREW
2202006	ANURAG GANGWAR
2202010	BOUDDH SHRUTI VIJAY
2202011	BRAGANZA JANICE ROMEO
2202012	DANIEL ALAN TERENCE
2202016	GAVALLI SHRUSHTI DIPPAK
2202020	KALYANKAR PRIYANKA VIJAY
2202021	KANIKA DEVENDRA BOKADIA
2202022	KASHYAP SHRUTI
2202026	KONTHAL CHRISTINASHARON DANIEL
2202027	KSHIRSAGAR NISCHAY NITIN
2202036	DAIT GAURI ANAMAT
2202038	PANDEY LALITA RAJKUMAR
2202043	PAWAR SAKSHI CHANDRAKANT
2202044	PINGALE SIDDHI ANIL
2202046	RAWATE MAYUR BHAURAO
2202048	SAVANT PAYAL KUNDLIK
2202049	SAWANT NANDINI VIJAY
2202053	SHAIKH SANIA PARVEZ
2202055	SHETE ARPIT RAJENDRA
2202057	SOUNAK GHATAK
2202058	SURYAWANSHI MRUNAL UDDHAV
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College of Commerce, Science & Information Technology S. No. 29/1+2A, Pune-Mumbai Highway. Pimpri, Pune - 411 018.

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College Of Commerce, Science & Information Technology

2022-23

Subject: Innovation & Ent. Class:-	RRH-113	SEM :-	
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College Of Commerce, Science & Information Technology

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Subject: Innovation & Ent	Class: - BBA - 1B	SEM :-	_

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College Of Commerce, Science & Information Technology

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Subject: Innovation & Ent.	Class:- BBA- IB SEM :	
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College Of Commerce, Science & Information Technology

2022-23

Subject: Innovation & Ent.	Class:- BBA-18	_ SEM :	-
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College Of Commerce, Science & Information Technology

	<u> Linguista de la composición del composición de la composición de</u>	202	3-23,					
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CERTIFICATE



CSIT

This certificate is awarded to
PASHILKAR ADITI SANTOSH
for successfully completing the 2 credit course
Innovation & Entrepreneurship
with the evaluation based on assessments in the
Academic Year 2023-24.

Loidam

Course Coordinator



Principal