



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



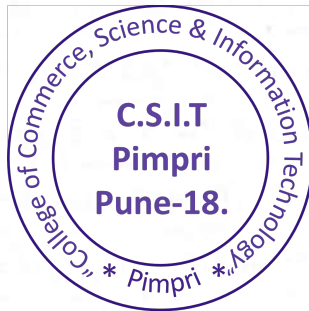
Date:-09/01/2024

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

Kaalam
9/1/24.
Course Coordinator



Kalit
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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> • 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 create 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	<ul style="list-style-type: none"> • 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

	<p>communicate ideas and attract stakeholders.</p> <ul style="list-style-type: none"> • 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)

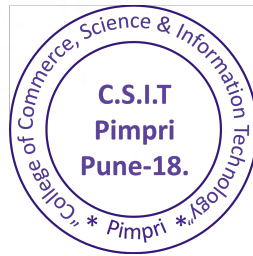
- Getting Started As A Founder: Introduction, Developing Your Idea, Finding a Co-Founder, Understanding Equity and Compensation Models, Debunking Myths about Getting Started
- Customer Discovery & Development: Introduction, Customer Discovery, How to Find & Listen to Customers, Customer Validation &, 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



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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

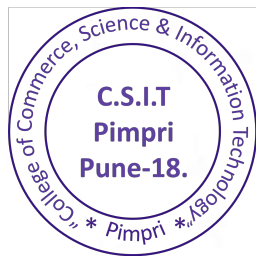
Innovation & Entrepreneurship



**Course Credit
2 Credits (30 hrs)**

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

Department of Management



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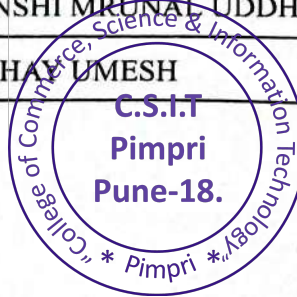
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Id No. Pu\Pn\Sc\160\2001



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
2202063	YADAV ABHAY UMESH



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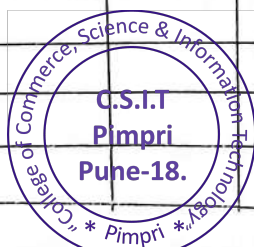
2022-23

Subject : Innovation & Ent. Class:- BBA-IB SEM :- -

Subject Teacher : _____

Sr. No	Date	26/12/23	28/12/23	1/1/24	4/1/24	6/1/24
		12:30 PM 1:30 PM	12:30 PM 1:30 PM	12:30 PM 1:30 PM	12:30 PM 1:30 PM	12:30 PM 1:30 PM
1	Yash Mahite	Yash	Yash	Yash	Yash	Yash
2	Aditi Kashikar	Aditi	Aditi	Aditi	Aditi	Aditi
3	Darshankumar Bhasale	Darsha	Darsha	Darsha	Darsha	Darsha
4	Sarika Kunwar	Sarika	Sarika	Sarika	Sarika	Sarika
5	Swetha Jasti	Swetha	Swetha	Swetha	Swetha	Swetha
6	Samudhi Dergale	Samudhi	Samudhi	Samudhi	Samudhi	Samudhi
7	Nooshama M. Khan	Noor	Noor	Noor	Noor	Noor
8	Pooja Kale	Pooja	Pooja	Pooja	Pooja	Pooja
9	Arshad Pathan	Arshad	Arshad	Arshad	Arshad	Arshad
10	Shrinasad Mangaraj	Shrin	Shrin	Shrin	Shrin	Shrin
11	Ashish Ponde	Ashish	Ashish	Ashish	Ashish	Ashish
12	Bhruvash Salanki	B.Salanki	B.Salanki	B.Salanki	B.Salanki	B.Salanki
13	Romy Kedari	Romy	Romy	Romy	Romy	Romy
14	Vipasha Ben	Vipasha	Vipasha	Vipasha	Vipasha	Vipasha
15	Varun Dhawan	Varun	Varun	Varun	Varun	Varun
16	Vaishnavi Anur Thariat	Vaish	Vaish	Vaish	Vaish	Vaish
17	Afia Sayyed	Afia	Afia	Afia	Afia	Afia
18	Kadambari A. Bhat	Kadamb	Kadamb	Kadamb	Kadamb	Kadamb
19	Namita Mangkumar	Namita	Namita	Namita	Namita	Namita
20	Harshika Pardeshi	Harshika	Harshika	Harshika	Harshika	Harshika
21	Shweta Ghodke	Shweta	Shweta	Shweta	Shweta	Shweta
22	Arpita A. Boraskar	Arpita	Arpita	Arpita	Arpita	Arpita
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2022-23

Subject : Innovation & Ent.

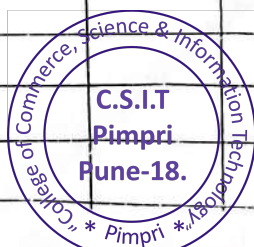
Class:- BBA-1B

SEM :- -

Subject Teacher : _____

Sr. No	Date	11/3/24	13/3/24	15/3/24	18/3/24	20/3/24
		Name of the Student 12:30 PM 1:30 PM	12:30 PM 1:30 PM	12:30 PM 1:30 PM	12:30 PM 1:30 PM	12:30 PM 1:30 PM
1	Aditi Pashilkar	Jashika	Jashika	Jashika	Jashika	Jashika
2	Darshankumar Bhasale	Darshika	Darshika	Darshika	Darshika	Darshika
3	Seitha Jasti	Seitha	Seitha	Seitha	Seitha	Seitha
4	Mrunali P. Lohar	Mrunalika	Mrunalika	Mrunalika	Mrunalika	Mrunalika
5	Noorshama N. Khan	Noor	Noor	Noor	Noor	Noor
6	Aashad Parthan	Pay	Pay	Pay	Pay	Pay
7	Sorika Kunwar	Darika	Darika	Darika	Darika	Darika
8	Yash Mahik	Yas	Yas	Yas	Yas	Yas
9	Samruddhi Dengale					
10	Priyanka Kale	Priyanka	Priyanka	Priyanka	Priyanka	Priyanka
11	Shirprasad Mangraj	Shir	Shir	Shir	Shir	Shir
12	Harish Punde					
13	Bhauresh Solanki	B.Solanki	B.Solanki	B.Solanki	B.Solanki	B.Solanki
14	Ronny Kedari	Ronny	Ronny	Ronny	Ronny	Ronny
15	Vipasha Sen	Ven	Ven	Ven	Ven	Ven
16	Youn Dhasan					
17	Vaishnavi A. Thorat	Vaish	Vaish	Vaish	Vaish	Vaish
18	Afia Sayyed	Afia	Afia	Afia	Afia	Afia
19	Kadambari A. Bhat	Kadamb	Kadamb	Kadamb	Kadamb	Kadamb
20	Namita Harajkumar	Namita	Namita	Namita	Namita	Namita
21	Harshika Pawdeshi	Harshika	Harshika	Harshika	Harshika	Harshika
22	Shweta Ghadke	Shweta	Shweta	Shweta	Shweta	Shweta
23	Arpita A. Boraskar	Arpita	Arpita	Arpita	Arpita	Arpita
24						

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CERTIFICATE

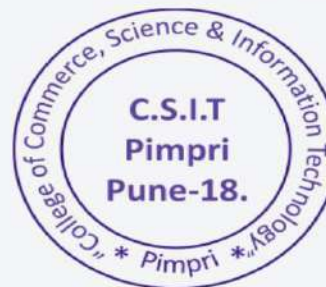


CSIT

**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.**

Koidam

Course Coordinator



Aditi

Principal