

ELECTIVE – III : TECHNOLOGY ENTREPRENEUR

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
VI		Elective – III	45	3	45	3	3

COURSE OBJECTIVE:

This subject provides an experience based exposure to the process of starting technology based entrepreneurial ventures.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To understand the concept of Technology Entrepreneurship and its impact	K1, K2
CO2	This unit will help the student to learn about Technology Entrepreneurs, their opportunities and Challenges	K2
CO3	To understand the digital transformation, business plan and Financing strategy with respect to Technology Entrepreneurship	K1,K2,K3
CO4	To enable the student to understand the importance of intellectual property rights	K2,K3, K4
CO5	To learn about the technology entrepreneurship in Indian Scenario and Global Tech companies	K1,K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	S	S	M	S	M	S
CO2	S	M	S	S	S	M
CO3	S	S	S	M	S	S
CO4	S	S	M	S	S	S
CO5	S	M	S	S	M	M

S – Strong ;

M – Medium;

L – Low

UNIT- I INTRODUCTION

10 hrs

Entrepreneurship : Definition – Technology – Meaning - Technology Entrepreneurship – Meaning – Role of Technology Entrepreneurship - Elements of successful technology entrepreneurship – Opportunity Identification - Customer Discovery – Product Market Fit
- Challenges of Technology Entrepreneurship - The impact of Technology Entrepreneurship – Future of Technology Entrepreneurship.

UNIT- II TECHNOLOGY ENTREPRENEURS

8 hrs

Technology Entrepreneur : Meaning – Characteristics of Technical Entrepreneur – Role of Technology Entrepreneurs in Economic Development of an Economy - Steps to become a successful Technology Entrepreneur.

UNIT -III TECHNOLOGY INNOVATION AND ENTREPRENEURSHIP

8 hrs

Start Up : Digital Transformation – Technology Ventures in Global Context - Market Search for Tech Products – Creation of Value – Development of Business Model – Financing Strategy – Creation of Business Plan and Team – Governance.

**UNIT- IV INTELLECTUAL PROPERTY RIGHTS IN TECH
ENTREPRENEURSHIP**

9 hrs

Intellectual Property : Importance of Intellectual Property Rights - IP Rights for Innovative Entrepreneurship – Intellectual Property and Technology Ventures

UNIT –V TECHNOLOGY ENTREPRENEURSHIP IN INDIA 10 hrs

Technology Entrepreneurship in India : Technology Entrepreneurship in India : Infosys, Wipro, TCS, Oyo, Ola, Swiggy, Zomato. Technology Entrepreneurship in emerging markets- Technological Enterprises in India – Role of Government in promoting Technology Entrepreneurship in India . **Global Technology Entrepreneurs** : Silicon Valley - Apple Inc., Hewlett Packard Enterprise, Mozilla Foundation, HCL Tech., HP Inc., Intel, Google, Oracle, Microsoft, Amazon, LinkedIn, Face book, You Tube, Zoom, IBM - Exit Strategies for Technology Ventures.

Distribution of marks: Theory 100% and problem 0%

TEXT BOOKS:

Sl. no	Authors	Title	Publishers	Year of publication
1	Thomas N.Duening, Robert D.Hisrich, Michael A.Lechter	Technology Entrepreneurship	Academic press	2009

2	Dr.Brychan Thomas	Technology Based Entrepreneurship	Ventus Publishing	2013
3	Web Sources			

REFERENCE BOOKS:

S.N O	Authors	Title	Publishers	Year of publication
1	Peter Drucker	Innovation and Entrepreneurship	Routledge	2007
2	Peter Drucker	Innovation and Entrepreneurship	Kindle Edition	2003

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER:

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