

Circular Economy, Lean and Sustainability Thinking

L	T	P	C
3	0	0	3

Course Outcomes:

1. Apply the concept of circular economy to environmental problems
2. Use the principles of circularity for application to sustainable development
3. Apply complexity aspects of circular economy for creating circular business models
4. Understand the basic concept of Sustainable Development, the environmental, social and economic dimensions.
5. In-depth learning and analysis of factors that support to achieve sustainability and resilience in an individual level and in a community.
6. Develop an encompassing understanding of sustainability issues.
7. How sustainability considerations can actually be embedded within an individual's and community's day to day activities and decision-making processes.

Syllabus:

Module I: Introduction to Circular Economy

Linear Economy and its emergence, Economic and Ecological disadvantages of linear economy, Replacing Linear economy by Circular Economy, Development of Concept of Circular Economy, A differential - Linear Vs. Circular Economy, Characteristics of Circular Economy, Material recovery, Waste Reduction, reducing negative externalities, Explaining Butterfly diagram, Concept of Loops

Module II: Circular design, innovation and Assessment

Zero waste: Waste Management in context of Circular Economy, Circular design, Research and innovation, LCA, Circular Business Models

Module III: Legal and policy framework

Role of governments and networks, Sharing best practices, Universal circular economy policy goals, India and CE strategy, ESG

Module IV: Introduction to Sustainable Development: Glimpse into History and Current Practices

Broad introduction to SD-its importance need, impact and implications; definition coined; evaluation of SD perspectives (MDGs and SDGs) over the years; recent debates; 1987 Brundtland commission and outcome; later UN summits (Rio summit, etc.) and outcome.

Module V: Ecosystem & Sustainability

Introduction to sustainability & its factors, requirements for sustainability: food security and agriculture, renewable resources - water and energy, non-renewable resources, factors and trade-offs,

sustainability conflicts, a conceptual framework for linking sustainability and sustainable development, Climate Change and its impacts

Module VI: Dimensions to Sustainable Development

Society, environment, culture and economy; current challenges – natural, political, socio-economic imbalance; sustainable development initiatives and policies of various countries: global, regional, national, local; needs of present and future generation – political, economic, and environmental. Sustainability and development indicators and SDGs, UN's outlook of sustainable development and efforts, UN SDGs – structure, governance and partnerships; communities / society: ensuring resilience and primary needs in society; biosphere: development within planetary boundaries; strengthening institutions for sustainability; shaping a sustainable economy.

Text Books:

Name of the Book	Name of the Author	Publication
The Circular Economy A User's Guide	Walter R Stahel	Routledge; 1st Edition (24 June 2019)
Circular Economy: (Re) Emerging Movement	Shalini Goyal Bhalla	Invincible Publisher

References:

1. Towards Zero Waste: Circular Economy Boost, Waste to Resources María-Laura Franco-García, Jorge Carlos Carpio-Aguilar, Hans Bressers. Springer International Publishing 2019
2. Circular Economy: Global Perspective Sadhan Kumar Ghosh, Springer, 2020
3. An Introduction to Circular Economy Lerwen Liu, Seeram Ramakrishna, Springer Singapore 2021.
4. Sachs, J. D. 2015. The Age of Sustainable Development. Columbia University Press, New York.
5. J C Kumarappa “Economy of Performance”
6. IPCC Sixth Assessment Report “Climate Change 2022: Impacts, Adaptation and Vulnerability” United Nations

Human Society in the Natural Environment: Sustainability Issues

L	T	P	C
2	0	2	3

Course Objectives:

1. To make students understand how the natural and built environments shape and are shaped by multiple socio-cultural and political factors.
2. To make students understand the causes of the prevailing environmental problems and ways of addressing them.
3. To help students contemplate various environmental issues across and beyond existing disciplinary boundaries and aid them in becoming aware of the diverse forms of knowledge and experience that arise from human interactions with the environment around them.
4. To make students reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Learning Outcomes:

- The course will assist the students in nurturing knowledge, respect, and compassion for their natural surrounding environment.
- Students will be able to live responsibly and appreciate the environmental and cultural histories associated with the respective places.
- Students will be able to understand the importance of proper utilization of natural resources in order to develop sustainably as an individual as well as a society as a whole.
- Students will be aware of their role as citizens, consumers and environmental actors in a complex, interconnected world.

Syllabus:

Module I: Introduction to environmental studies

- Definition, components, scope and multi-disciplinary nature of environment studies
- To acknowledge the importance and need for awareness of environmental problems/issues

Module II: Natural Resources

- Different types of renewal and non-renewal resources.
- Contribution of these resources in human life and their misuse and exploitation.

Module III: Ecosystem

- Definition, structure, function, and energy flow in ecosystem: food chains, food webs & ecological succession
- Different types of ecosystems and their interdependence on each other

Module IV: Biodiversity & conservation

- Introduction and levels of biological diversity; biodiversity patterns and global biodiversity hotspots with a focus to India as a mega biodiversity nation.
- Endangered and endemic species; threats to biodiversity and ways to conserve the same.
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Module V: Environmental pollution

- Environmental pollution: types (air, water, noise, soil, marine, thermal, radiation), and their causes, effects, and controls.
- Nuclear hazards and human health risks.
- Solid waste management: Control measures of urban and industrial waste.
- Other environmental concerns (climate change, Global warming, ozone Layer depletion, acid rain) and its impact on human life.
- Cases on environmental pollution.

Module VI: Environmental policies and practices

- Environment Laws & Regulations: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention & Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act.
- International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves of India.

Module VII: Human communities and the environment

- Human population growth: impacts on environment, human health and welfare.
- Disaster management: Floods, earthquake, cyclones, and landslides. Resettlement and rehabilitation of affected persons.
- Environmental movements such as Chipko, Silent Valley; and Bishnois of Rajasthan.
- Environmental Ethics: Role of Indian and other Religions and cultures in environmental Conservation.

Recommended Text Book: Textbook of Environmental Studies (2012), by Deeksha Dave & S.S. Katewa, Cengage Learning. [2nd Edition]

Suggested reference book: Environmental Studies from Crisis to Cure (2016), by R. Rajagopalan. Oxford University Press, India. [3rd Edition].

Disaster Management-

Course Hand Out

Session	Topics
1	Introduction to Disasters
2	Concept and Definitions of Disaster
3	Project Presentation
4	Concept and Definitions of Hazard
5	Concept and Definitions of Vulnerability
6	Project Presentation
7	Concept and Definitions of Resilience
8	Concept and Definitions of Risks
9	Project Presentation
10	Disasters Classification , Causes , Impacts in Social , economic, political , environmental , health, psychosocial etc
11	Differential Impacts in terms of caste, class
12	NCP-1
13	Project Presentation
14	Differential Impacts in terms of Gender, Age, Location
15	Disability Global Trends in Disaster is urban Disasters
16	Project Presentation
17	Pandemics
18	Complex Emergencies
19	Project Presentation
20	Climate Change
21	Approaches to Disaster Risk Reduction, Disaster Cycle its analysis
22	Project Presentation
23	Phases, Culture of safety , prevention
24	NCP-2
25	Mitigation and preparedness, community based DRR
26	Project Presentation
27	Structural-non structural measures. Roles and responsibilities of community
28	Panchayati Raj Institution/Urban Local bodies(PRIs/ULBs)
29	Project Presentation
30	States, Center and other Stake holders.
31	Inter relationship between Disasters and Development :Factors Affecting Vulnerabilities
32	Project Presentation
33	Differential impacts, Impact of Development Projects such as dams.
34	Impact of Development Projects such as embankments.
35	Project Presentation
36	NCP-3
37	Change in Land use etc. Climate Change Adaptation
38	Relevance of Indigenous Knowledge
39	Project Presentation
40	Appropriate Technology and Local Resources
41	Disaster Risk Management in India: Hazard and Vulnerability profile of India components of Disaster Relief: Water

42	Project Presentation
43	Hazard and Vulnerability profile of India components of Disaster Relief : Food, Sanitation, Shelter, Health
44	Waste Management Institutional Arrangement: Mitigation, Response and preparedness
45	DM Act and policy , other related policies , plans, programmes and legislation
46	Final Project Presentation
47	Final Project Presentation
48	Final Project Presentation

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Course Handout

Course Title : **Environmental studies**

Semester: **I**

Course Objectives:

- To make students understand how the natural and built environments shape and are shaped by multiple socio-cultural and political factors.
- To make students understand the causes of the prevailing environmental problems and ways of addressing them.
- To help students contemplate various environmental issues across and beyond existing disciplinary boundaries and aid them in becoming aware of the diverse forms of knowledge and experience that arise from human interactions with the environment around them.
- To make students reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Expected Learning Outcomes:

- The course will assist the students in nurturing knowledge, respect, and compassion for their natural surrounding environment.
- Students will be able to live responsibly and appreciate the environmental and cultural histories associated with the respective places.
- Students will be able to understand the importance of proper utilization of natural resources in order to develop sustainably as an individual as well as a society as a whole.
- Students will be aware of their role as citizens, consumers and environmental actors in a complex, interconnected world.

Recommended Text Book:

- Textbook of Environmental Studies (2012), by Deeksha Dave & S.S. Katewa, Cengage Learning. [2nd Edition]

Suggested reference books:

- Environmental Studies from Crisis to Cure (2016), by R. Rajagopalan. Oxford University Press, India. [3rd Edition].

Course Outline

Sessi on No.	Topic	Learning Outcomes	Case /Reading article/ Lecture / Activity	Chapter s
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1-3	Introduction to environmental studies	1) Students will have an idea about the different components, importance, and multi-disciplinary nature of environmental studies. 2) Students will be able to understand the importance and need for awareness of environmental problems.	Lectures and videos on environment and its components.	1
4-7	Ecosystem	1) Students will be able understand the structure, function, and energy flow with the different types ecosystem. 2) They will also study about the independence nature of different ecosystems.	Lectures and group activity of different types of ecosystem	3
8-12	Natural Resources	1) Students will have an understanding about various types of natural resources and their role in human life. 2) They will acknowledge the misuse and exploitation of natural resources.	Lectures and group activity on the role of the natural resource in human life.	2
13	TEST-1			
14-18	Biodiversity & conservation	1) Students will be able to understand the concept of biodiversity, diverse pattern of biodiversity, & conservation of the same. 2) They will also understand the threats to biodiversity through knowledge of endangered and endemic species.	Lectures and group activity on collection and developing chart on different endangered and endemic species.	4
19-24	Environmental pollution	1) Students will learn about the causes, effects, and control of different types of environmental pollutions. 2) They will understand the concept of solid waste management and its control measures. 3) They will also understand explain environmental concerns	1) Lectures and case studies discussion on environmental pollution such as Bhopal gas tragedy and Ganga water pollution. 2) Videos on Nuclear hazards and its effect on	5 & some part of 6

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		related to climate change, Global warming, ozone layer depletion, acid rain, and its impact on human life. 4) Students will appreciate the concern for environmental pollution through cases such as Bhopal Gas and Ganga water pollution.	human life.	
Test 2: Mid term				
26-34	Environmental policies and practices	1) Students will learn about different laws and regulations related to environmental issues and conservation. 2) They will study about different forest and nature reserves of India.	Lectures and group activity on linking the environmental laws with different environmental issues.	5
35-40	Social issues and the environment	1) Students will learn the measures and problems of sustainable development 2) Students will study about environmental ethics, watershed management, wasteland reclamation, consumerism and waste products	Lectures	6
41-44	Human communities and the environment	Students will be able to understand the effect of population on environment and role of IT in environment & health protection	Lectures	7
45-50	Test 3: Presentations			

Expectations from Students

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- a. Students must report to the respective sessions well before the announced time. Latecomers will not be permitted to join the class after the scheduled time. If late, the attendance for that session will be marked as absent.
- b. Read the topics/chapters well prior to the class discussion. He/she is also expected to read the chapter indicated in the course plan as the faculty directs.
- c. In the class discussion student is expected to participate actively and contribute to individual and group learning. Evaluation is based on active participation.
- d. Wherever applicable, group assignments require each student to contribute to the group effort. This enhances group effectiveness and leads to greater appreciation of working in groups.
- e. Formal dressing is suggested for all students. Do not roam in the academic area/ attend classes in chappals / shorts / informal t shirts
- f. Each faculty has been given a scheduled consultation hour. Utilize this time to meet the faculty and clarify doubts if any, seek explanations and get mentored if needed.

Evaluation Timelines

Keeping in line with continuous evaluation at IBS the following schedules have been drawn.
Students are expected to go through the dates / sessions mentioned and prepare accordingly.

Component	Component Number	Expected slot / due date	Marks declaration by	Weightage
Class Participation	1	Session 14	Session 17	5
Non Class Participation	1	Session 13-16	Session 17	15
Mid Term Exam	2	After 24 th session		20
Class Participation 2	3	Session 44	Session 45	5
Non Class Participation	3	Session 41-44	Session 45	15
End term exam	At the end of the semester			40
	Total			100

IBS Hyderabad (Academic Year – 2023-24)

Course Handout

Program: **BBA (Semester 3)**

Course Code: **SHHR437**

Course Title: **Human Values and Professional Ethics**

Course Credit: **2**

Course Description: Value education focuses on knowing “what to do” and “what not to do”, that facilitates the development of the right understanding of self and others. Human Values and ethics play a significant role in an individual’s life that provides a basis for actions and decisions that can lead to the betterment of society. This course benefits the students by providing them with the orientation towards ethics and human values, by understanding their role in personal and professional life, organization and business as a whole. It intends to create awareness about the ethical dilemmas in the profession and distinguish between ethical and unethical practices in order to ensure harmony in the workplace environment and society. The students will examine the theoretical perspective of ethics and develop their analytical skills to address practical issues existing in business and society.

Course Objectives:

The course intends:

- To appreciate the role of values and ethics in human life.
- To discuss the concepts and theories of ethics and human values.
- To apply human values and ethics in personal and professional life.

Expected Learning Outcomes:

Upon completion of this course, students are expected to:

- Apply conceptual understanding of ethics and human values.
- Be capable of identifying and analyzing ethical dilemmas and issues in personal and professional life.

Recommended Text Book:

1. R.S. Naagarazan, 2006, Professional Ethics and Human Values, New Age International Publishers
2. John R. Boatright, 2014, Ethics and the Conduct of Business, Pearson New International Edition, Seventh Edition.

Suggested Reference books:

1. Dr. Radha Mohan Chebolu, Human Values & Professional Ethics, 2019, First Edition, Jai Bharath Publishers.
2. R. R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Value Education, Excel Books.
3. Colin Fisher and Alan Lovell, 2003, Business Ethics and Values, Prentice Hall- Pearson Publication
4. William Shaw 2016, Business Ethics, Ninth Edition, Wordsworth Publishing Company

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Course Outline

Session No.	Topic	Learning Outcomes	Sub Topics	Case /Reading article/ Lecture / Activity
1-5	Introduction to Value-education and Self-Exploration	- Understand the importance of value education in personal and professional life. - Understand the process and importance of self-exploration - Gain insight into various moral virtues	- Understanding the need, basic guidelines, content and process for Value Education - Self-Exploration, - what is it? Its process - Morals, values and ethics, - Integrity, work ethic, civic virtue, respect for others, living peacefully, honesty, courage, valuing time, co-operation, commitment, empathy, self-confidence, character, spirituality, professionalism.	Lecture, Class activities
6-9	Morality and Ethics (Theories and Concepts)	- Understand the various aspects of morality - Know various types of moral issues and how moral dilemmas take place - Gain an understanding of the concept of ethics through the frameworks of various ethical theories and also their implications in various aspects of life. - Know ethics in self-interest	- Variety of moral issues, - Types of inquiries, - Moral dilemmas and steps to solve dilemma - Moral autonomy - Various ethical theories and frameworks about right action, - uses of ethical theories - self-interest	Lecture
10	Test 1 Objective type test			Till Session 9 th
11- 13	Morality and Ethics (Theories and Concepts)	- Understand the various theoretical frameworks of moral development in an individual - Understand how ethics differ from one custom and religion to the others	- Kohlberg's theory and Gilligan's theory, - consensus and controversy - models of professional roles, - Customs and religion	Lecture
14- 16	Ethics and Organization	- Understand the role of ethics in business and environment - Know the ethical practices in various business functions- ethics in marketing, ethics in production,	- Ethics in Business and Environment, - People-friendly and Eco-friendly Production, - Market Strategy and Ethics, - Ethical Practice in Market Place, - Ethics in Finance- Social	Lecture

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		ethics in finance. .	Audit and Ethical Investing	
	Test 2 Mid- Term			Till session 16 th
17- 19	Ethics and Organization	Know about ethical dilemmas that take place in business and ways to resolve them	- Employee Duties and Rights, - Discriminatory and Pre-Judicial Employee Practices, - Handling Ethical Dilemmas at Work	Lecture, Class discussions on you tube video – ("It's not worth it" - Micro Film Series on Business Ethics)
20- 24	Ethics and Management	- Understand the importance of loyalty and collegiality, collective bargaining process, various conflicts of interests that may arise at workplace, forms of discrimination and how to avoid them. - Gain insight about IPR, various rights of employees, and CSR of organizations	- Collegiality and loyalty - Respect for authority - Collective Bargaining - Confidentiality - Conflict of Interest - Occupational crime - Professional rights - Intellectual property Rights (IPR) - Corporate Responsibility	Lecture
25- 28	Professional Ethics	- Know the ethical issues in MNC - Understand the codes of ethical conduct for MNCs' - Know about ethical issues due to technological advancements - Understand the concept of moral leadership - Understand the role, importance, rights of whistle blowers and policies to safeguard their interest	- Professional Competence and Human order, - Socially and Ecologically responsible technologists and managers, - Mutually enriching institutions and organizations, - Moral leadership, - Whistle-blowing	Lecture and you tube video (whistleblowing)
29- 32	Test 3	Group Projects		

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Expectations from Students:

- Students must report to the respective sessions well before the announced time. Latecomers will not be permitted to join the class after the scheduled time. If late, the attendance for that session will be marked as absent.
- He/she is also expected to read the chapter indicated in the course plan as the faculty directs.
- During the sessions, the student is expected to participate actively and contribute to individual and group learning. Evaluation is based on active participation and contribution in class discussions along with maintaining regularity.
- Evaluation is a continuous process at IBS. Every student needs to be aware of the timelines given in the section below. Absence from these evaluations will mean non-awarding of marks in that particular component
- Each faculty has been given a scheduled consultation hour. This is for the purpose of clarifying doubts, if any, seeking explanations and getting mentored if needed.

Evaluation Timelines

Keeping in line with continuous evaluation at IBS, the following evaluation schedule has been drawn. Students are expected to go through the dates/sessions mentioned and prepare accordingly.

Component	Component Number	Expected slot / due date	Marks declaration by	Weightage
Class Participation 1	1			5
Test I (Objective- MCQ)	2			15
Test II (Descriptive- mid-term)	3			20
Class Participation 2	4			5
Test III (Group Projects)	5			15
End exam (Descriptive)	6 At the end of the semester			40
	Total			100

Electronic and Web resources:

- <https://www.youtube.com/watch?v=K9vFWA1rnWc>
- https://www.youtube.com/watch?v=1_-Vu8LrUDk
- <https://www.youtube.com/watch?v=qlo1WyvCjQo&t=1s>

Area: Bachelor of Business Administration (BBA)				
Sub-Area: Entrepreneurship				
Course Code: IEFB		Course Title: Introduction to Entrepreneurship and Family Business Management		
Course Objective		- To enable students appreciate entrepreneurial behavior, mindsets and common dilemmas faced by entrepreneurs and new venture creators. -To learn about the challenges faced by founders, especially of family businesses, when attempting to scale-up		
Session Plan				
#	Session	Topic	Details	Supplementary Materials
1	1,2,3	Introduction to Entrepreneurship and Enterpreneurs	• Meaning of entrepreneurship • Entrepreneurship categories • Myths concerning entrepreneurship • Entrepreneurship’s Challenges • Ethics and Entrepreneurship • Pitfalls in Entrepreneurship Practice • Impact of entrepreneurship • Characteristics of an Entrepreneur • Types of Entrepreneur	•Vedio:Myths Of Entrepreneurship: Tim Folta at TEDxPurdueU •One Success Story (Jack Ma, Richard Branson, Jack Welch etc) •Failure Stories • The top 20 reasons why start-ups fail: A report by CB insight • Israel/Japan/Taiwan's Enterpreneural Ecosystem
2	4, 5	The Entrepreneurship ecosystem	• What is an Ecosystem? • Players in the ecosystem • Ecosystem and Entrepreneurial Mobility	
3	6, 7, 8	Entrepreneurship Process	• Entrepreneurship process • The unorthodox Iterative Process • An overview of the Entrepreneurship Process • Assessing the opportunity • Ideation and coming up with the ideas • Arriving at the right I2O Map • Building the business model • Creating the business plan • Marshalling the required resources • Creation of legal entity • Making the sale • Practice of the Process	

4	9	Intrapreneurship or Corporate entrepreneurship	• What is corporate entrepreneurship • Intrapreneurship and entrepreneurship • Hurdles in Intrapreneurship • Benefits of Intrapreneurship • What Intrapreneurship is not	
5	10	Case Study	Pre-decided case study discussion	
6	11, 12	Idea to Opportunity Mapping	• Terms • Creativity and innovation • Invention and discovery • Opportunity analysis • Opportunity evaluation • Approach to ideation • Ideation technique • Ideation catalyst • Ideation Inhibitor • CID syndrome • Mapping ideas to opportunity • I2O map evaluation sieve	
7	13, 14	Class Activity	Based on opportunity evaluation Sieve	
8	15	Business modelling	• Introduction to business model • Function of business model • Types of business model • Designing a business model • Interpreting and improving the business model	
9	16, 17	Business planning	• Define business plan • Myths about business plan • Types of business • Section of business plan • Confidentiality of business plan • Review of business plan • Business plan - Dos and don'ts	
10	18, 19	Business creation	• Setting the stage for action • Types of entity • Steps in setting up a unit in India • Legal, Regulatory and Statutory body • Compliance • Role of Advisors • Government grants and subsidy • Clearance approvals and NOC	
11	20	Marshalling resources	• Need of resources • Factors influencing the need of resources • Types of resources	

12	21	NCP 1	Class test/assignment/project	
13	22	Art of pitching	• What is pitching • Types of pitches • Audience for the pitch	• Video: The art of Pitching by Guy Kawasaki • Article: India has third highest number of family-owned businesses (business line) • Report by PwC: Indian Family Business Survey 2016 • One Success and One failure family business story • Video: The art of entrepreneurship: Julie Meyer • Video: Secrets of successful entrepreneurs: Prasad Kaipa • Stories of successful women entrepreneurs
14	23, 24	Collaboration	• Why collaborate • Difference between vendors and suppliers • Joint ventures • Types of collaboration • Approaches to effective collaboration • Downside to collaboration	
15	25, 26	Financing the start-up	• Aspect of funds • Basics of finance • Types of capital • Importance of fund and cash • Sources of fund • Challenges in raising fund • Types and nature of investor	
16	27, 28	Evolution of a start-up	• Scale-up of business • Key factors aiding evolution • Evolution modelling • Management of small business	
17	29, 30	Class Activity		
18	31, 32, 33	Family business and entrepreneurship	• Pitfalls in family business • Success planning in family business • Challenges and issues in family business • History of family business • Evolution of family business • Characteristics of family business • Advantage of family business	
19	34, 35	Women Entrepreneurship	• Challenges to Women Entrepreneur • Increasing trend of Women In Business • Emerging Ecosystem for Women Entrepreneurship	

20	36	Case Study	Pre-decided case study discussion	
21	37, 38	Rural Entrepreneurship	•What is rural Entrepreneurship •Need of Rural Entrepreneurship •Problems in Rural Entrepreneurship •Challenges to Rural Entrepreneurship •Rural Entrepreneurship Opportunities and Benefits	•Profile of few Rural Entrepreneurs: Mansukhbhai Jagani/Madanlal Kumawat/Mansukhbhai Patel/Chintakindi Mallesham/Mansukhbhai Prajapati •Profile of Companies: PayPal/Quora/flipkart/Airbnb
22	39, 40	Social Entrepreneurship	•What is a Social Enterprise •Need for Social Enterprise •Types of Social Enterprise and it's characteristics •Sustaining Social Development •Who is a sociopreneur?	
23	41, 42	Technology Driven Entrepreneurship	•Technology is an Enabler •Types of Technology Ventures •Profile of a Technopreneur •Why Technology-based Enterprises fail- The challenges •Application Strategy: Diffusion of Innovation & Right Timing	
24	43, 44, 45, 46, 47, 48	NCP-3	Project Presentations	
		Prescribed Text Book	Entrepreneurship Theory and Practice Author: Raj Shankar	
		Reference Reading	•Exploring Entrepreneurship: Practices and Perspectives—Richard Blundel & Nigel Lockett •New Venture Creation: Entrepreneurship for the 21st Century—Jeffrey A. Timmons & Stephen Spinelli (7th edition—TMH) •Entrepreneurship Development (Indian Cases)—Kavil Ramachandran	