

Lecture Plan for INNOVATION, START-UP AND ENTREPRENEURSHIP

Name of Faculty: Er. Ajay Kumar Sharma

Institute: Ambala College of Engineering and Applied Research

Discipline: Automation & Robotics /Mechanical

Semester: 6th

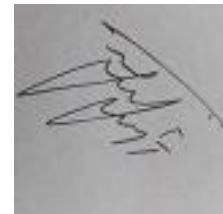
Duration: 15 Weeks (JAN 2026–MAY 2026)

Work Load: L-3, T-0, P-2

Lecture Plan (Theory)

Week	Lecture No.	Topics
1st	1	Introduction to Innovation
	2	Entrepreneurial Idea Generation
	3	Identifying Business Opportunities
2nd	4	Management Skills for Entrepreneurs
	5	Innovations and Their Forms
	6	Innovation – Features and Characteristics
3rd	7	Factors Initiating Innovations
	8	Innovation Process and Its Stages
	9	Statistical Measurement of Innovation
4th	10	Models of Innovation
	11	Sources of Innovation
	12	Technology Transfer
5th	13	Information Technology to Support Innovation
	14	Technological vs Non-Technological Innovation
	15	Case Studies on Innovation
6th	16	Introduction to Entrepreneurship
	17	Definitions of Entrepreneur and Entrepreneurship
	18	Traits of an Entrepreneur
7th	19	Entrepreneurial Motivation
	20	Functions of an Entrepreneur
	21	Concept and Growth of Entrepreneurship in India
8th	22	Types of Business Structures
	23	Entrepreneurs vs Managers – Similarities & Differences

Week	Lecture No.	Topics
	24	Business Ideas and Their Implementation
9th	25	Discovering Business Ideas
	26	Visualizing the Business
	27	Activity Map
10th	28	Types of Start-Ups
	29	Role of Entrepreneurs in Economic Development
	30	Future of Entrepreneurs and Entrepreneurial Process
11th	31	Start-Ups – Initial Idea Generation
	32	Planning Stages of Start-Ups
	33	Incubation and Prototype Development
12th	34	Market Analysis – Target Market Identification
	35	Competition Evaluation and Strategy Development
	36	Five Cs of Opportunity Identification
13th	37	Market Opportunities in Emerging Technology Companies
	38	Process of Creating and Growing a New Venture
	39	Business Plan for Innovation Project
14th	40	Risk Analysis in Venture Projects
	41	Financing Methods for Start-Ups in India
	42	Communication of Ideas – Investor Pitch
15th	43	Patenting, Licensing and IPR
	44	Exit Strategies, Bankruptcy, Succession & Harvesting
	45	Government Support Programs, Venture Capital, Angel Investment & Crowdfunding



AJAY KUMAR SHARMA

Assistant Professor

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