

## Lecture Plan for Innovation, Startups and Entrepreneurship

**Institute:** Ambala College of Engineering and Applied Research

**Discipline:** Electronics & Communication Engineering + Biotech Engineering

**Semester:** 4th

**Duration:** 15 Weeks (JAN 2026 – MAY 2026)

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

### Lecture & Practical Plan

Week	Lecture Day	Theory Topics (As per Syllabus)
1 <sup>st</sup>	1	Introduction to Innovation and Entrepreneurial Idea Generation
	2	Identifying Business Opportunities, Management Skills for Entrepreneurs
	3	Innovations and their forms, Innovation
2 <sup>nd</sup>	4	features and characteristics
	5	Factors initiating innovations
	6	Innovation process and its stages
3 <sup>rd</sup>	7	Statistical measurement of innovation
	8	Model of innovation
	9	Source of innovation, Technological transfer
4 <sup>th</sup>	10	difference between technological and non-technological innovation
	11	Introduction to Entrepreneurship and Start – Ups - Definitions
	12	Traits of an entrepreneur
5 <sup>th</sup>	13	Intrapreneurship, Entrepreneurial Motivation,
	14	Functions of Entrepreneur
	15	Concept, Growth of Entrepreneurship in India
6 <sup>th</sup>	16	Types of Business Structures
	17	Similarities /differences between entrepreneurs and managers
	18	Business Ideas and their implementation
7 <sup>th</sup>	19	Discovering ideas and visualizing the business
	20	Activity map, Types of startups
	21	role of entrepreneurs in economic development
8 <sup>th</sup>	22	future of entrepreneurs, entrepreneurial process
	23	Start ups - Initial idea generation
	24	planning stages
9 <sup>th</sup>	25	Incubation referring to the development process of identifying

<b>Week</b>	<b>Lecture Day</b>	<b>Theory Topics (As per Syllabus)</b>
	26	developing new ideas for products, services, or processes
	27	creating a working model or prototype to test the feasibility of the concept.
<b>10<sup>th</sup></b>	28	Market Analysis – Identifying the target market
	29	Competition evaluation and Strategy Development
	30	Five Cs of Opportunity Identification
<b>11<sup>th</sup></b>	31	Market Opportunity Identification in emerging technology companies
	32	Risk Analysis: Risk management in venture projects
	33	Financing and Protection of Ideas
<b>12<sup>th</sup></b>	34	Financing methods available for start-ups in India
	35	Communication of Ideas to potential investors
	36	Investor Pitch, Patenting and Licenses
<b>13<sup>th</sup></b>	37	Exit strategies for entrepreneurs
	38	bankruptcy, and succession and harvesting strategy
	39	venture capital, angel investment, and crowdfunding
<b>14<sup>th</sup></b>	40	Government support- programs and initiatives aimed at supporting the development of new ideas
	41	innovations, and startups
	42	funding and mentorship, IPR - legal protection of a person's
<b>15<sup>th</sup></b>	43	organization's rights to their invention, brand, or creative world
	44	Revision
	45	Revision

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