

SYLLABUS in Which SOCIAL ENTERPRENUERSHIP was INCLUDED

1) Syllabus for Biotech Students (M-TECH):

- **BT5005 BIOTECHNOLOGY & SOCIAL ENTREPRENEURSHIP 3 CREDITS**
- **MODULE 1: Fundamentals of Entrepreneurship:**
- Traits of a successful entrepreneur, business idea, commercial evaluation, technical evaluation, technology gap, strategy, product selection, innovation, opportunity, identifying the gaps in market.
- **MODULE 2: Building blocks of an Enterprise**
- How to write a business proposal, check list, budget and planning, time lines, and cash flow management, skill development, leadership training, team building, organization set up. Legal consideration, company registration
- **MODULE 3: Social Entrepreneurship and Role of Biotech.**
- Definition, differentiator from regular Enterprises, Scope for Biotech students, importance of
- Intellectual property rights, patent, trademark, copy right, how to protect in ideation stage,
- Certifications and its importance, import- export license of biotech and agro products.
- **MODULE 4: Sources of Finance**
- Source of finance, scheme of Govt., business incubator, Angel investor, venture capitalist, banks, financing/re-financing strategies, taxation.
- **MODULE 5: Project: Submission of a commercial project.**

2) Syllabus for Biotech Students (Msc.):

- **BT3005 BIO-ENTREPRENEURSHIP and SOCIAL IMPACT** **3 CREDITS**
- **MODULE 1: Fundamentals of Entrepreneurship:**
- Traits of a successful entrepreneur, business idea, commercial evaluation, technical evaluation, technology gap, strategy, product selection, innovation, opportunity, identifying the gaps in market.
- **MODULE 2: Building blocks of an Enterprise**
- How to write a business proposal, check list, budget and planning, time lines, and cash flow management, skill development, leadership training, team building, organization set up. Legal consideration, company registration
- **MODULE 3: Bio- Entrepreneurship**
- Definition, differentiator from regular Enterprises, Scope for Biotech students, importance of Intellectual property rights, patent, trademark, copy right, how to protect in ideation stage,
- Food Technology, Agritech and changing trends, latest Innovations, Case study of successful enterprises
- **MODULE 4: Social Entrepreneurship**
- Social activity Vs Social Entrepreneurship, impact- BOP, Impact measurement , Financial Fundamentals and Importance of Profit, Understanding the market and marketing, Support schemes for social entrepreneurs,
- **MODULE 5: Project: Submission of a commercial project.**

3) Syllabus for Management Students (Post Graduate):

- **MNG 303 SOCIAL ENTREPRENEURSHIP AND BUSINESS INCUBATION**
- Credit: 4, Class Hours: 30
- **Module-I: SOCIAL Entrepreneurship:** Entrepreneurship concept – Entrepreneurship as a Career –
- Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur. Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International Business.

- **Module-II: Start ups and Funding Options:** Definition, Startups ecosystem: support organizations, big companies, universities, funding organizations, service providers, research organizations, Startup development phases: Ideating, conception, committing, validating, scaling, establishing, Startup business partnering, Startup culture, Co-founders, Preparing to Launch: Essential Components, Intellectual Property, Branding, Strategy, Making the Entrepreneurial System Work for you, Financing startups: Different stages of financing; Co-founders, FFF, Angels; Venture Capitals, Acquisition/ mergers, Strategic alliances; IPO, Factors of success and failures, Restarters, Trends and obstacles,
- **Module-III: Business Incubation:** Business Incubation Definition and Principles, Incubator Models and Success Factors, Incubator Operation, Planning an Incubator, Business Incubation Marketing and Stakeholder Management, Financing a Business Incubator, Managing the Business Incubator, Monitoring, Evaluation and Benchmarking, Implementing a Mentoring Program, Deals and Financing for Incubator Clients, Technology Commercialization, Virtual Business Incubation.
- **Module-IV: Social Startup Support Ecosystem:** India, Make in India, Case study on Startup village, Kochi; 10000 Start-ups of NASSCOM and Silicon Valley, USA, Startup policies of Central Government and some leading State Governments Technology Business Incubator (TBI), Role of National Science and Technology Entrepreneurship Development Board (NSTEDB), DST guidelines for Seed Support System (SSS) for Startups in Incubators.
- **Module –V :** 2 Case studies on the successful Social Enterprises.

4) Syllabus for Management Students (Under Graduate):

- **MNG 103 ENTREPRENEURSHIP AND STARTUP ECOSYSTEM**
- Credit: 3, Class Hours: 20
- **Module-I: Entrepreneurship:** Entrepreneurship concept – Entrepreneurship as a Career
Social Entrepreneurship- Defining the sectors.
- Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur. Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services.
- **Module-II: Start ups and Funding Options:** Definition, Startups ecosystem: Stakeholders and their roles and responsibilities, Startup development phases: Ideating, POC, MVP, Intrinsic Start Up stakeholders.

- **Product Launch:** Essential Components, Intellectual Property, Branding, Strategy, Making the Entrepreneurial System Work for you,
- **Module-III: Social Business Incubation:** Business Incubation Definition and Principles, Incubator Models and Success Factors, Incubator Operation, Planning an Incubator, Business Incubation Marketing and Stakeholder Management, Financing a Business Incubator, Managing the Business Incubator, Monitoring, Evaluation and Benchmarking, Virtual Business Incubation.
- Global and National Social Business Incubators-Success stories(Case Studies)
- **Module-IV: Fundamentals of start up Finance:** ,Need for Fund, Types of Fund, Sources of Funds
- Business Feasibility report, Unit economics, Break even, Run rate, Commercial viability of the project, Bankable
- **Module –V :** 2 Case studies on the successful Social Enterprises.