University of Mumbai

वेबसाईट – mu.ac.in
ईमेल - आयडी - dr.aams@fort.mu.ac.in
aams3@mu.ac.in

विद्याविषयक प्राधिकरणे
सभा आणि सेवा विभाग(ए.ए.एम.एस)
रूम नं. १२८ एम.जी.रोड, फोर्ट,
मुंबई – ४०० ०३२
टेलिफोन नं. – ०२२ – ६८३२००३३

(नॅक पुनर्मूल्यांकनाद्वारे ३.६५ (सी.जी.पी.ए.) सह अ++ श्रेणी
विद्यापीठ अनुदान आयोगाद्वारे श्रेणी १ विद्यापीठ दर्जा)

क्र.वि.प्रा.स.से./आयसीडी/२०२५-२६/३७ दिनांक : २७ मे, २०२५

परिपत्रक:-

सर्व प्राचार्य/संचालक, संलग्नित महाविद्यालये/संस्था, विद्यापीठ शैक्षणिक विभागांचे संचालक/ विभाग प्रमुख यांना कळविण्यात येते की, राष्ट्रीय शैक्षणिक धोरण २०२० च्या अमंलबजावणीच्या अनुषंगाने **शैक्षणिक वर्ष २०२५-२६** पासून **पदवी व पदव्युत्तर अभ्यासक्रम** विद्यापरिषदेच्या दिनांक २८ मार्च २०२५ व २० मे, २०२५ च्या बैठकीमध्ये मंजूर झालेले सर्व अभ्यासक्रम मुंबई विद्यापीठाच्या www.mu.ac.in या संकेत स्थळावर NEP २०२० या टॅब वर उपलब्ध करण्यात आलेले आहेत.

मुंबई – ४०० ०३२
२७ मे, २०२५

(डॉ. प्रसाद कारंडे)
कुलसचिव

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	**Faculty of Humanities,** **Offg. Dean** 1. Prof.Anil Singh Dranilsingh129@gmail.com **Offg. Associate Dean** 2. Prof.Manisha Karne mkarne@economics.mu.ac.in 3. Dr.Suchitra Naik Naiksuchitra27@gmail.com
	Faculty of Commerce & Management, **Offg. Dean,** 1 Prin.Ravindra Bambardekar principal@model-college.edu.in **Offg. Associate Dean** 2. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in 3. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu 4. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	Faculty of Science & Technology **Offg. Dean** 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in **Offg. Associate Dean** 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, **Offg. Dean** 1.Dr. Anil K. Singh aksingh@trcl.org.in **Offg. Associate Dean** 2.Prin.Chadrashekhar Ashok Chakradeo cachakradeo@gmail.com 3. Dr. Kunal Ingle drkunalingle@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW direcotr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

AC – 20/5/2025
Item No. – 6.68

As Per NEP 2020

University of Mumbai

Syllabus for HSSM Vertical 5		
Faculty of Engineering		
Board of Studies in Under Engineering		
Second Year Programme in HSSM– Common to All Branches		
Semester	**III & IV**	
Title of Paper (Lab)		**Credits**
I) Entrepreneurship Development	**III**	**2**
II) Environmental Science	**III**	**2**
III) Business Model Development	**IV**	**2**
IV) Design Thinking	**IV**	**2**
Total Credits		**8**
From the Academic Year		**2025-26**

Sem. - III

Course Code	Course Name	Teaching Scheme (Contact Hours)			Credits Assigned			
		Theory	Pract.	Tut.	Theory	Pract.	Tut.	Total
2993511	Entrepreneurship Development	--	2*+2	-	-	2	-	2

Course Code	Course Name	Examination Scheme						
		Theory Marks				Term Work	Practical/ Oral	Total
		Internal assessment			End Sem. Exam			
		IAT-I	IAT-II	IAT-I + IAT-II				
2993511	Entrepreneurship Development	--	--	--	--	50	--	50

Note: * Two hours of practical class to be conducted for full class as demo/discussion/theory.

Lab Objectives:

1. To introduce students to entrepreneurship concepts and startup development.
2. To develop business idea generation, validation, and business model preparation.
3. To provide hands-on experience in market research, financial planning, and business pitching.
4. To enhance problem-solving and decision-making skills in entrepreneurial ventures.
5. To familiarize students with government schemes and support systems for entrepreneurs.
6. To develop communication and presentation skills required for business pitching.

Lab Outcomes:

Upon successful completion of this course, students will be able to:

1. Understand the fundamental concepts of entrepreneurship and business models.
2. Conduct market research and develop business plans.
3. Utilize financial planning and cost analysis for startups.
4. Apply entrepreneurial skills to identify and solve business challenges.
5. Develop prototypes using open-source software for business operations.
6. Pitch business ideas effectively with structured presentations.

DETAILED SYLLABUS

Sr. No.	Module	Detailed Content	Hours	LO Mapping
0	**Prerequisite**	Fundamentals of communication and leadership skills.	01	--
I	**Introduction to Entrepreneurship**	Definition, Characteristics, and Types of Entrepreneurs. Entrepreneurial Motivation and Traits. Start-up Ecosystem in India. Challenges in Entrepreneurship	**02**	**LO1**
II	**Business Idea Generation &**	Ideation Techniques: Design Thinking, Brainstorming, Mind	**04**	**LO2**

	Validation	Mapping. Business Model Canvas (BMC). Market Research & Customer Validation. Minimum Viable Product (MVP) Concept.		
III	**Business Planning & Strategy**	Writing a Business Plan. SWOT Analysis and Competitive Analysis. Financial Planning and Budgeting. Risk Assessment and Management	**04**	**LO3**
IV	**Funding and Legal Framework**	Sources of Funding: Bootstrapping, Angel Investors, Venture Capital Government Schemes & Start-up India Initiatives. Business Registration & Legal Formalities. Intellectual Property Rights (IPR) & Patents	**05**	**LO4**
V	**Marketing & Digital Presence**	Branding and Digital Marketing. Social Media Marketing & SEO. Customer Relationship Management (CRM). E-commerce & Online Business Models	**05**	**LO5**
VI	**Business Pitching & Prototype Development**	Pitch Deck Preparation & Presentation Techniques. Prototyping with Open-source Tools. Elevator Pitch & Investor Pitch. Case Studies of Successful Start-ups	**05**	**LO6**

Text Books:

1. "Entrepreneurship Development and Small Business Enterprises" – Poornima M. Charantimath, Pearson, 3rd Edition, 2021.
2. "Innovation and Entrepreneurship" – Peter F. Drucker, Harper Business, Reprint Edition, 2019.
3. "Startup and Entrepreneurship: A Practical Guide" – Rajeev Roy, Oxford University Press, 2022.
4. "Essentials of Entrepreneurship and Small Business Management" – Norman Scarborough, Pearson, 9th Edition, 2021.
5. "The Lean Startup" – Eric Ries, Crown Publishing, 2018.

References:

1. "Disciplined Entrepreneurship: 24 Steps to a Successful Startup" – Bill Aulet, MIT Press, 2017.
2. "Zero to One: Notes on Startups, or How to Build the Future" – Peter Thiel, 2014.
3. "The $100 Startup" – Chris Guillebeau, Crown Business, 2019.
4. "Business Model Generation" – Alexander Osterwalder & Yves Pigneur, Wiley, 2020.
5. "Blue Ocean Strategy" – W. Chan Kim & Renée Mauborgne, Harvard Business Review Press, 2019.

Online Resources:

Website Name
1. Startup India Portal – https://www.startupindia.gov.in 2. MIT OpenCourseWare – Entrepreneurship – https://ocw.mit.edu/courses/sloan-school-of-management/ 3. Coursera – Entrepreneurship Specialization – https://www.coursera.org/specializations/entrepreneurship

4. Harvard Business Review – Entrepreneurship Articles – https://hbr.org/topic/entrepreneurship
5. Udemy – Startup & Business Courses – https://www.udemy.com/courses/business/entrepreneurship/

List of Experiments.

Sr No	List of Experiments	Hrs
01	Business Idea Generation using Mind Mapping.	02
02	Conducting Market Research & Customer Validation.	02
03	Preparing a Business Model Canvas for a Startup Idea.	02
04	Developing a Financial Plan & Break-even Analysis.	02
05	Creating a Website using WordPress/Wix.	02
06	Social Media Marketing Campaign using Open-source Tools.	02
07	Digital Prototyping using Figma/Inkscape.	02
08	Business Pitch Deck Preparation & Presentation.	02
09	Exploring Government Schemes for Startups.	02
10	Legal Compliance & IPR Basics (Case Study).	02

Sr No	List of Assignments / Tutorials	Hrs
01	a. Write a report on any successful entrepreneur and their startup journey. b. Conduct SWOT analysis for a real-life startup.	02
02	Develop a business idea and create a one-page business plan.	02
03	Conduct market research using surveys & present findings.	02
04	Design a simple logo and branding strategy for a startup.	02
05	Create a financial model and cost estimation for a startup.	02
06	Make a case study report on startup failure analysis.	02

List of Open-Source Software
1. Canva – Designing pitch decks, social media posts, and branding materials. 2. Trello / Asana – Project management for startups. 3. GIMP / Inkscape – Graphic design and logo creation. 4. WordPress / Wix – Website development for startups. 5. OpenCart / PrestaShop – E-commerce website setup. 6. Figma – UI/UX design and prototyping. 7. LibreOffice Calc – Financial planning and budgeting. 8. Google Suite (Docs, Sheets, Slides) – Documentation and presentations. 9. Python (Pandas, Flask, Django) – Data analytics and web application development. 10. MailChimp – Email marketing and customer engagement.

Assessment :

Term Work: Term Work shall consist of at least 08 to 10 practicals' based on the above list. Also, Term work Journal must include at least 6 assignments.

Term Work Marks: 50 Marks (Total marks) = 20 Marks (Experiment) + 15 Marks (Assignments) + 5 Marks (Attendance)+ 10 Marks (Report)

Course Code	Course Name	Teaching Scheme (Contact Hours)			Credits Assigned			
		Theory	Pract.	Tut.	Theory	Pract.	Tut.	Total
2993512	Environmental Science	--	2*+2	-	--	2	-	2

		Theory					Term work	Pract / Oral	Total
		Internal Assessment			End Sem Exam	Exam Duration (in Hrs)			
		IAT-I	IAT-II	IAT-I+IAT-II					
2993512	Environmental Science	--	--	--	--	--	50	--	50

Note: * Two hours of practical class to be conducted for full class as demo/discussion/theory.

Rationale:

Most of the engineering branches are offspring of applied sciences, and their practices have a significant impact on the environment. Understanding environmental studies is essential for engineers to develop sustainable solutions, minimize ecological footprints, and promote responsible resource management. This course equips students with the knowledge of ecosystems, biodiversity, pollution control, and environmental laws, enabling them to integrate sustainability into engineering practices.

Lab Objectives:

1. To understand the scope, importance, and role of environmental studies in public awareness and health.
2. To study different natural resources, their issues, and sustainable conservation.
3. To understand ecosystem types, structures, and functions.
4. To explore biodiversity, its importance, threats, and conservation.
5. To learn about pollution types, causes, effects, and control measures.
6. To understand environmental challenges, sustainability, and ethics.

Lab Outcomes:

1. Explain the significance of environmental studies and the role of IT in environment and health.
2. Describe resource types, associated problems, and conservation methods.
3. Classify ecosystems and explain their role in ecological balance
4. Analyze biodiversity levels and conservation strategies, especially in India.
5. Explain pollution impacts and suggest preventive measures.
6. Discuss environmental issues and propose sustainable solutions.

DETAILED SYLLABUS:

Unit Name	Topic Name	Topic Description	Hours	LO Mapping

I	**The Multidisciplinary Nature of Environmental Studies**	Definition, scope and importance. Need for public awareness, Role of information technology in environment and human health. Human population and the environment: Population growth, variation among nations. Population Explosion- family welfare program. Environment and human health Women and child welfare	**03**	LO1
II	**Natural Resources**	Renewable and non-renewable resources. Natural resources & associated problems: a) Forest resources: b) Water resources: Natural resources & associated problems c) Mineral resources: d) Food resources: e) Energy resources: Role of an individual in conservation of natural resources: f) Equitable use of resources for sustainable lifestyles.	**04**	LO2
III	**Ecosystems**	Concepts of an ecosystem. Introduction, types, characteristic features, structure and function of the following ecosystem: a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries). Case study on various ecosystems in India.	**05**	LO3
IV	**Biodiversity and its Conservation**	Introduction-Definition: genetic species and ecosystem diversity. Bio-geographical classification of India Value of biodiversity : Consumptive use, productive use, social, ethical, aesthetic and option values, Bio-diversity at global, national, local levels India as a mega diversity nation Case study on Bio diversity in India.	**05**	LO4
V	**Environmental Pollution Definition**	Causes, effects and control measures of: a) Air pollution b) Water pollution c) Soil pollution. Solid waste management: Causes, effect and control measures of urban and industrial wastes. Role of an individual in prevention of pollution, Case study on Pollution Disaster management: floods, earthquake, cyclone and landslides. Carbon Credits for pollution prevention	**05**	LO5

VI	**Social Issues and Environment**	From unsustainable to sustainable development Urban problems related to energy, Water conservation, rain water harvesting, watershed management. Environmental ethics: issues and possible solution. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Consumerism and waste products. Environment protection act. Public awareness Case study on Environmental Ethics	**04**	LO6

Textbooks

1. Environmental Science: Towards a Sustainable Future, G. Tyler Miller and Scott Spoolman, 13th Edition, Cengage Learning 2021
2. Environmental Management: Text and Cases, Bala Krishnamoorthy, 3rd Edition, PHI Learning, Publication Year: 2016
3. Green IT: Concepts, Technologies, and Best Practices, Markus Allemann, Springer 2008
4. Sustainable IT: Slimming Down and Greening Up Your IT Infrastructure, David F. Linthicum, IBM Press 2009
5. Environmental Modelling: Finding Solutions to Environmental Problems, David L. Murray, Cambridge University Press 2016
6. Remote Sensing and Image Interpretation, Thomas M. Lillesand, Ralph W. Kiefer, and Jonathan W. Chipman, 9th Edition, John Wiley & Sons 2020
7. Business Ethics: Concepts and Cases, Manuel Velasquez, Pearson 2012

Reference Books

1. Environmental Law and Policy in India, Shyam Divan and Armin Rosencranz, 2nd Edition, Oxford University Press 2018
2. The International Handbook of Environmental Laws, David Freestone and Jonathon L. Rubin, Edward Elgar Publishing 2000
3. E-Waste Management: Challenges and Opportunities in Developing Countries, Ruediger Kuehr and Ram K. Jain, Springer 2008
4. The E-Waste Handbook: Managing Electronic Waste, Klaus Hieronymi, Ruediger Kuehr, and Ram K. Jain, Earthscan 2009
5. Environmental Ethics: An Introduction, J. Baird Callicott, University of Georgia Press1999

Online References:

Sr. No.	Website Name
1.	Centre for Science and Environment (CSE), Website: cseindia.org
2.	Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India
3.	CSIR-National Environmental Engineering Research Institute (NEERI)

List of Experiments.

Sr No	List of Experiments	Hrs

01	Study of Environmental Components and Ecosystems.	2
02	Visit and Report on Solid Waste Management Plant.	2
03	Study of Renewable Energy Sources (Solar, Wind, Biogas).	2
04	Analysis of Air and Water Quality Parameters.	2
05	Study of Local Biodiversity and Conservation Methods.	2
06	Awareness Activity on Environmental Issues.	2
07	Rainwater Harvesting System Design	2
08	Case Study on Environmental Pollution & Control Measures.	2
09	Report on Climate Change Impact and Adaptation.	2
10	Study of Environmental Laws and Acts.	2
11	Study of Disaster Management Techniques.	2
12	Report on Role of IT in Environmental Protection.	2

Sr No	List of Assignments / Tutorials	Hrs
01	Prepare a report on Renewable and Non-Renewable Resources.	2
02	Write a case study on Ecosystem Types in India	2
03	Write a report on Biodiversity in India.	2
04	Prepare a report on Pollution Types and Control Measures.	2
05	Prepare a report on Environmental Ethics and Sustainability.	2
06	Prepare a case study report on Global Warming and Climate Change.	2
07	Report on Role of an Individual in Environmental Protection.	2
08	Write a report on Disaster Management Techniques.	2
09	Prepare a report on Environmental Laws and Acts in India.	2
10	Case Study on E-waste Management and Recycling Techniques.	2

Assessment :

Term Work: Term Work shall consist of at least 10 to 12 practical's based on the above list. Also, Term work Journal must include at least 8 to 10 assignments.

Term Work Marks: 50 Marks (Total marks) = 20 Marks (Experiment) + 15 Marks (Assignments) + 5 Marks (Attendance)+ 10 Marks (Report)

Sem. – IV

Course Code	Course Name	Teaching Scheme (Contact Hours)			Credits Assigned			
		Theory	Pract.	Tut.	Theory	Pract.	Tut.	Total
2994511	Business Model Development	--	2*+2	-	--	2	-	2

Course Code	Course Name	Theory					Term work	Pract / Oral	Total
		Internal Assessment			End Sem Exam	Exam Duration (in Hrs)			
		IAT-I	IAT-II	IAT-I+IAT-II					
2994511	Business Model Development	--	--	--	--	--	50	--	50

Note: * Two hours of practical class to be conducted for full class as demo/discussion/theory.

Lab Objectives:

1. To introduce a learner to entrepreneurship and its role in economic development.
2. To familiarize a learner with the start-up ecosystem and government initiatives in India.
3. To explain the process of starting a business.
4. To familiarize a learner with the building blocks of a business.
5. To teach a learner to plan their own business with the help of Business Model Canvas.
6. To teach a learner to have financial plan for a business model.

Lab Outcomes:

The learner will be able to:

1. Discuss the role of entrepreneurship in the economic development of a nation and describe the process of starting a business.
2. Describe start-up ecosystems in Indian and global context.
3. Identify different types of business models.
4. Identify customer segments, channels and customer relationship components for a particular business.
5. Identify key activities, key partners and key resources for a particular business.
6. Develop a financial plan for a business with the help of cost structure and revenue model.

DETAILED SYLLABUS:

Sr. No.	Module	Detailed Content	Hours	LO Mapping
0	**Prerequisite**	Basic Design Thinking principles	**01**	**--**
I	**Introduction to Entrepreneurship**	**Introduction to Entrepreneurship**: Definition, the role of entrepreneurship in the economic development, the entrepreneurial process, Women entrepreneurs, Corporate entrepreneurship, Entrepreneurial mindset **Self-learning Topics:** Case studies: Henry Ford https://www.thehenryford.org/docs/default-source/default-document-library/default-document-library/henryfordandinnovation.pdf?sfvrsn=0 The Tatas: How a Family Built a Business and a Nation by Girish Kuber, April 2019, Harper Business	**04**	**L1, L2**
II	**Entrepreneurship Development**	**Entrepreneurship Development**: Types of business ownerships: Proprietorship, Public and Private Companies, Co-operative businesses, Micro, Small and Medium Enterprises (MSME): Definition and role of MSMEs in economic	**05**	**L2, L3, L4**

		development		
III	**Start-up financing**	**Start-up financing:** Cost and revenue models, Sources of start-up fundings: Angel investors, Venture capitalists, Crowd funding, Government schemes for start-up funding **Self-learning Topics:** Successful business pitching	**04**	**L2, L3, L4, L5**
IV	**Intellectual Property Rights (IPR)**	**Intellectual Property Rights (IPR):** Types of IPR: Patents, trademarks and copyrights, Patent search and analysis, Strategies for IPR protection, Ethics in technology and innovation	**04**	**L2, L3, L4**
V	**Business Model Development**	**Business Model Development:** Types of business models, Value proposition, Customer segments, Customer relationships, Channels, Key partners, Key activities, Key resources, Prototyping and MVP **Self-learning Topics:** The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything by Guy Kawasaki	**04**	**L3, L4, L5, L6**
VI	**Digital Business Management**	**Digital Business Management:** Digital Business models (Subscription, Freemium *etc*), Digital marketing: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social media and influencer marketing, Disruption and innovation in digital business **Self-learning Topics:** Case study: Airbnb https://www.prismetric.com/airbnb-business-m	**04**	**L2, L3**

Textbooks:

1. Entrepreneurship: David A. Kirby, McGraw Hill, 2002
2. Harvard Business Review: Entrepreneurs Handbook, HBR Press, 2018
3. Business Model Generation; Alexander Ostlewalder and Yves Pigneur, Strategyzer, 2010
4. E- Business & E– Commerce Management: Strategy, Implementation, Practice – Dave Chaffey, Pearson Education

Reference books:

1. Entrepreneurship: New venture creation by David Holt, Prentice Hall of India Pvt. Ltd.
2. E- Business & E– Commerce Management: Strategy, Implementation, Practice – Dave Chaffey, Pearson Education

Online Resources:

Sr. No.	Website Name
3.	Entrepreneurship by Prof. C Bhaktavatsala Rao https://onlinecourses.nptel.ac.in/noc20_mg35/preview
4.	Innovation, Business Models and Entrepreneurship by Prof. Rajat Agrawal, Prof. Vinay Sharma https://onlinecourses.nptel.ac.in/noc21_mg63/preview
3.	Sarasvathy's principles for effectuation https://innovationenglish.sites.ku.dk/model/sarasvathy-effectuation/

List of Experiments.

The lab activities are to be conducted in a group. One group can be formed with 4-5 students. A group has to develop a Business Model Canvas and a digital prototype (Web App/ mobile app). Weekly activities are to be conducted as follows:

Sr No	Lab activities	Hrs
01	Problem identification (Pain points, Market survey)	2
02	Design a digital solution for the problem (Ideation techniques)	2
03	Preparing a business model canvas: Value proposition, Key partners, Key resources, Key activities	2
04	Preparing a business model canvas: Customer segment, Customer relationships and channels	2
05	Preparing a business model canvas: Cost and Revenue structure	2
06	Prototype development: Low fidelity	2
07	Prototype development: Customer feedback	2
08	Prototype development: High fidelity	2
09	Presentation of high-fidelity prototype	2

Sr No	List of Assignments / Tutorials	Hrs
01	Presentation on case study of a failed business model	2
02	Presentation on case study of a woman entrepreneur	2

Assessment:

Term Work: Term Work shall consist of 09 lab activities based on the above list. Also, Term work journal must include any 2 assignments from the above list.

Term Work Marks: 50 Marks (Total marks) = 25 Marks (Experiment) + 10 Marks (Assignments) + 5 Marks (Attendance)+10 Marks (Report).

Course Code	Course Name	Teaching Scheme (Contact Hours)			Credits Assigned			
		Theory	Pract.	Tut.	Theory	Pract.	Tut.	Total
2994512	Design Thinking	--	2*+2	-	--	2	-	2

Course Code	Course Name	Theory					Term work	Pract / Oral	Total
		Internal Assessment			End Sem Exam	Exam Duration (in Hrs)			
		IAT-I	IAT-II	IAT-I+IAT-II					
2994512	Design Thinking	--	--	--	--	--	50	--	50

Note: * Two hours of practical class to be conducted for full class as demo/discussion/theory.

Lab Objectives:

1. To introduce a learner to the principles of Design Thinking.
2. To familiarize a learner with the process (stages) of Design Thinking.
3. To introduce various design thinking tools.
4. Study of the techniques for generation of solutions for a problem.
5. To expose a learner to various case studies of Design Thinking.
6. Create and test a prototype.

Lab Outcomes:

Students will be able to …

1. Compare traditional approach to problem solving with the Design Thinking approach and discuss the principles of Design Thinking
2. Define a user persona using empathy techniques
3. Frame a problem statement using various Design Thinking tools
4. Use ideation techniques to generate a pool of solutions for a problem
5. Create prototypes using different techniques
6. Test the prototypes and gather feedback for refining the prototype

DETAILED SYLLABUS:

Sr. No.	Module	Detailed Content	Hours	LO Mapping
0	Prerequisite	No perquisites	-	-
I	**Introduction to Design Thinking**	**Introduction to Design Thinking:** Definition, Comparison of Design Thinking and traditional problem-solving approach, Need for Design Thinking approach, Key tenets of Design Thinking, 5 stages of Design Thinking (Empathize, Define, Ideate, Prototype, Test) **Self-learning Topics:** Design thinking case studies from various domains https://www.design-thinking-association.org/explore-design-thinking-topics/external-links/design-thinking-case-study-index	**05**	**L1, L2**
II	**Empathy**	**Empathy:** Foundation of empathy, Purpose of empathy, Observation for empathy, User observation technique, Creation of empathy map	**05**	**L2, L3**

		Self-learning Topics: Creation of empathy maps https://www.interaction-design.org/literature/topics/empathy-mapping		
III	**Define**	**Define:** Significance of defining a problem, Rules of prioritizing problem solving, Conditions for robust problem framing, Problem statement and POV **Self-learning Topics:** Creating a Persona – A step-by-step guide with tips and examples https://uxpressia.com/blog/how-to-create-persona-guide-examples	**05**	**L2, L3**
IV	**Ideate**	**Ideate:** What is ideation? Need for ideation, Ideation techniques, Guidelines for ideation: Multi-disciplinary approach, Imitating with grace, Breaking patterns, Challenging assumptions, Looking across value chain, Looking beyond recommendation, Techniques for ideation: Brainstorming, Mind mapping **Self-learning Topics:** How To Run an Effective Ideation Workshop: A Step-By-Step Guide https://uxplanet.org/how-to-run-an-effective-ideation-workshop-a-step-by-step-guide-d520e41b1b96	**05**	**L3**
V	**Prototype**	**Prototype:** Low and high-fidelity prototypes, Paper prototype, Story board prototype, Scenario prototype	**03**	**L6**
VI	**Test**	**Test:** 5 guidelines of conducting test, The end goals of test: Desirability, Feasibility and Viability, Usability testing	**03**	**L4, L5**

Textbooks:

1. Design Your Thinking: The Mindsets, Toolsets, and Skill Sets for Creative Problem-solving, Pavan Soni, Penguin Random House India Private Limited
2. Design Thinking: Methodology Book, Emrah Yayichi, 2016
3. Handbook of Design Thinking: Christian Mueller-Roterberg, 2018

Reference books:

1. Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School, Idris Mootee, Wiley, 2013
2. Change by Design, Tim Brown, Harper Business, 2009

Online Resources:

Sr. No.	Website Name
5.	Design Thinking and Innovation by Ravi Poovaiah https://onlinecourses.swayam2.ac.in/aic23_ge17/preview
6.	Introduction to Design Thinking by Dr. Rajeshwari Patil, Dr. Manisha Shukla, Dr.

	Deepali Raheja, Dr. Mansi Kapoor https://onlinecourses.swayam2.ac.in/imb24_mg37/preview
3.	Usability Testing https://www.interaction-design.org/literature/topics/usability-testing

List of Experiments.

The experiments are to be performed in groups. A practical batch may be divided into groups of 4-5 students.

Sr No	List of Experiments	Hrs
01	Customer Journey Mapping: Visualize the steps users take to interact with a product or service. Map out the customer journey from discovering a product to making a purchase and using the product. Identify pain points and opportunities for improvement.	2
02	Stakeholder mapping: Identify all relevant stakeholders in a project. Create a stakeholder map, categorizing stakeholders based on their influence and interest. Include management of relationships with key stakeholders.	2
03	"How Might We" Problem Framing: Transform user insights into actionable problem statements. After empathizing with users, turn challenges into "How Might We" statements that define the problem without prescribing a solution.	2
04	Brainstorming Session: Generate a pool of ideas in a creative, non-judgmental environment. Using ideation techniques like mind mapping and brainwriting, students brainstorm as many solutions as possible to their "How Might We" problem statements.	2
05	Affinity Diagramming: Organize group ideas to find patterns and insights. After brainstorming, students will categorize their ideas into themes by placing sticky notes on a wall and moving them into groups based on similarities.	2
06	Rapid Prototyping: Create quick, low-fidelity versions of solutions. Use materials like paper, cardboard, and markers to build a prototype of their solution within 30 minutes. The focus is on speed and functionality, not aesthetics.	2
07	Wireframing: Create a visual guide for digital interfaces for mobile app / web app for the problems identified in earlier lab sessions. Students will sketch wireframes of the user interface for their product or service. Use tools like Balsamiq or paper and pen for low-fidelity wireframes.	2
08	Role-Playing: Walk through a prototype from the user's perspective. Students act as both users and designers, role-playing scenarios where they interact with their prototype (Developed in earlier lab sessions). Gather feedback from participants on how to improve the experience.	2
09	Usability Testing: Evaluation of the effectiveness and user-friendliness of a prototype (developed in earlier lab sessions). Students will have peers or target users test their prototypes, observe how they interact with it, and collect feedback on any issues or improvements needed.	2
10	Feedback Loop and Iteration: Refine solutions based on user feedback. After usability testing, students will refine their prototypes. Document changes made based on feedback and discuss how continuous iteration improves the design.	2

Sr No	List of Assignments (Any two)	Hrs
01	Create an empathy map for a target user group. Break them into four sections: *Says, Thinks, Feels, and Does*. Interview users or research their experiences to	3

	fill in the map.	
02	Based on research, students will create user personas including demographic details, motivations, pain points, and goals. Each group will present their persona to the class.	3
03	Consider 3 examples of real-life products which have good design and bad design. Write down reasons why do you think they are good or bad designs. May take user survey to support your work.	3
04	Study any open-source design thinking tool and write a brief report about it.	3

Assessment:

Term Work: Term Work shall consist of 08 to 10 lab activities based on the above list. Also, Term work journal must include any 2 to 4 assignments from the above list.

Term Work Marks: 50 Marks (Total marks) = 25 Marks (Experiment) + 10 Marks (Assignments) + 5 Marks (Attendance)+ 10 Marks (Report).