



COURSE

**Introduction to Innovation
& Entrepreneurship**
(NVA0001)

**VALUE ADDED
COURSE BROCHURE
2024-25**

ABOUT THE UNIVERSITY

Sharda University envisions to serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship. It has 14,000+ students from 95+ countries, 29 states, and Union Territories, providing cultural diversity and global exposure to students. It has 26000+ alumni who are today leaders in their realms. Sharda University is NAAC A+ University with Overall NIRF Rank of 86. Teaching Learning Center at Sharda University is to equip the faculty members with the expertise, skills and knowledge they need for capacity building of students. Teaching as a profession requires highly specialized skills and knowledge to impact significantly on student learning and therefore teachers must refine their conceptual and pedagogical skills.

ABOUT SCHOOL

Sharda School of Media, Film and Entertainment offers a medium to convert the creativity of the student into career, with the help of an array of industry-recognised programs. The students not only get a chance to study at a world-class institution but also the exposure to prove their capabilities through their work. Successful creative professionals and experts continuously work together to develop the student skills and equip them so they contribute to the thriving cultural and creative industries. SSMFE corporate partners commit to providing guidance, expertise, and feedback to the students through various industrial visits where they get to meet with industry professionals, get portfolio reviews, exercise their interviewing skills and receive an internship or job opportunity.

ABOUT COURSE

Course: **Introduction to Innovation & Entrepreneurship (NVA0001)**

The course is designed to provide the tools necessary for starting independent businesses. This course will facilitate the students with competencies and knowledge in key business functional areas, understand the changing business environment and apply the new business management solutions in terms of start-up ideas.

COURSE SCHEDULE

Name of the Course	Introduction to Innovation & Entrepreneurship
Course Code	NVA0001
VAC Coordinator, SSMFE	Dr. Mukta Martolia
Faculty Expert(s)	BA(J&MC) and BA (FT&OTTP) 4th Semester - Prof. (Dr.) Mehak Jonjua B.Sc Animation & VFX and B.Sc Gaming 4th Semester – Dr. Shishir Kumar Singh & Dr. Sonali Srivastava
Venue	Room 505B & 506A, Block 3
Start Date	January, 2025
Course End Date	April, 2025

Topic: **Understanding Innovation**

AAldea and introduction to innovation

BInnovation: Fundamentals and Essentials

CTheories and models of Innovation

Topic: **Innovation Foundation**

AInnovation and Society, Concept of Diffusion of Innovation

BBasics of creative thinking

CInnovation Management techniques

Topic: **Understanding Entrepreneurship**

AIntroduction to Entrepreneurship

BBasics of Design thinking for Entrepreneurship

CStartup Methods

Topic: **Entrepreneurship Foundation**

AOpportunity Analysis techniques

BTeam Building: Assembling and motivating a team

CEntrepreneurship techniques: Pitching and presenting

Topic: **Advance Innovation & Entrepreneurship**

AAdvance Strategy for Innovators and Entrepreneurs, Case studies

BFinance for Innovators and Entrepreneurs

CMarketing for Innovators and Entrepreneurs

PROFILES OF FACULTY EXPERTS



Prof. (Dr) Mehak Jonjua

A Social science researcher, activist, writer, journalist, and teacher, Dr Mehak Jonjua, has a rich experience and exposure in multiple fields. Prior to Sharda University, she was working with Amity University, Noida, as Professor and Assistant Director (Academics). One of the major projects that she helmed was with the Hoshiar Singh Memorial Hospital. The project began with offering information, referral and navigation services to transgender patients and the provider community. It took-off in January 2018 and within a year, has provided workforce education on transgender awareness to 70 people. Also involved was policy advocacy aimed at promoting a more inclusive transgender health benefit programme for the transgender community of Delhi NCR. The project mobilized and promoted the resilience of trans-people most impacted by or living with HIV/AIDS through research, timely health facilities, recreation modes and leadership strengthening. A total working experience of 15 years, she has served leading organisations, like MCM DAV College, DAV College and JIMS,



Dr. Shishir Kumar Singh

With more than 11 years of teaching and industry experience, Dr. Singh is currently working as senior faculty in the Sharda School of Media, Film & Entertainment (SSMFE), Sharda University. He has previously worked with reputed institutions such as Chandigarh University as an Associate Professor and Teerthanker Mahaveer University as Head of Department of Journalism and Mass Communication. His teaching and research interests mainly lie in electronic media production and research. In addition to this, Dr. Singh has contributed significantly as a resource person in State Council of Educational Research and Training (NCT DELHI) and has also made a documentary for the Central Police Force of the Ministry of Home Affairs, Government of India. He has presented and published more than 15 International and National research papers. Dr. Singh continues to impact lives of young researchers and students through performing key roles as a media mentor for various projects such as the Adobe Youth Voice project with the American India Foundation.



Dr. Sonali Srivastava

Having around 15 years of professional experience, Dr. Sonali has produced various films and ads for several ministries, government bodies, national & international organizations. Among her several clients she has produced films for UP Government, Rashtrapati Bhawan, Delhi Metro, Agriculture Ministry, Haier, Suzuki, IFB, Videocon & more. Apart from her industry experience, she also took lots of workshops & special classes in various reputed institutes.

School: SSMFE	Batch : 2023-2027	
Program: UG	Current Academic Year: 2024-25	
Branch: NA	Semester: IV	
1. Course Code	NVA0001	
2. Course Title	Introduction to Innovation & Entrepreneurship	
3. Credits	Audit Course	
4. Contact Hours	30 Hours	
Course Type	Value added course	
5. Course Objective	<ul style="list-style-type: none"> To understand the concepts of Innovation and Entrepreneurship To explore opportunities to interpret organizational output and efficiency. To work effectively and professionally in teams. 	
6. Course Outcomes	<p>After completing the course students will be able to –</p> <p>CO1: Outline the concepts of Innovation and Entrepreneurship</p> <p>CO2: Review the opportunities to interpret organizational output and efficiency.</p> <p>CO3: Adapt strategies to work effectively and professionally in teams.</p> <p>CO4: Explain and exhibit the knowledge of entrepreneurial qualities and explore entrepreneurial opportunities.</p> <p>CO5: Examine and execute the best practices of Innovation and Entrepreneurship.</p> <p>CO6: Elaborate analyze and evaluate ethical problems that occur at all levels of business decision making</p>	
7. Course Description	The course is designed to provide the tools necessary for starting independent businesses. This course will facilitate the students with competencies and knowledge in key business functional areas, understand the changing business environment and apply the new business management solutions in terms of start-up ideas.	
8. Outline syllabus		CO Achievement
Unit 1	Understanding Innovation	
A	Idea and introduction to innovation	CO1 & CO2
B	Innovation: Fundamentals and Essentials	
C	Theories and models of Innovation	
Unit 2	Innovation Foundation	
A	Innovation and Society, Concept of Diffusion of Innovation	CO2, CO3
B	Basics of creative thinking	
C	Innovation Management techniques	
Unit 3	Understanding Entrepreneurship	
A	Idea and Introduction to Entrepreneurship	CO3, CO4
B	Basics of Design thinking for Entrepreneurship	
C	Startup Methods	
Unit 4	Entrepreneurship Foundation	
A	Opportunity Analysis techniques	CO4, CO5
B	Team Building: Assembling and motivating a team	
C	Entrepreneurship techniques: Pitching and presenting	
Unit 5	Advance Innovation & Entrepreneurship	
A	Advance Strategy for Innovators and Entrepreneurs, Case studies	CO5, CO6
B	Finance for Innovators and Entrepreneurs	
C	Marketing for Innovators and Entrepreneurs	
Text book/s*	Technology Ventures: From Idea to Enterprise. Byers, Dorf, and Nelson. 4th Edition. McGraw Hill Education. Copyright 2015. ISBN 978-1259252754 (International Student Edition).	
Other References	Poornima Charantimath, (2007) "Entrepreneurship Development-Small Business Enterprise", Pearson Education.	