



**SHARDA**  
UNIVERSITY  
*Beyond Boundaries*



**SHARDA SCHOOL OF  
MEDIA, FILM & ENTERTAINMENT**



COURSE  
**Innovation  
&  
Entrepreneurship**  
VAF008

**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 87. 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-recognized 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 : **Innovation & Entrepreneurship (VAF008)**

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	Innovation & Entrepreneurship
Course Code	VAF008
VAC Coordinator SSMFE	Dr. Mukta Martolia
Faculty Expert(s)	B.Sc Animation, VFX and Gaming Design 5th Semester – Dr. Preeti BA(J&MC) and BA(F&TP) 5th Semester - Dr. Shinkhala Upadhyaya
Venue	B.Sc Animation, VFX and Gaming Design 5th Semester - Room 304, Block 2 BA(J&MC) and BA(F&TP) 5th Semester - Room 504, Block 3
Start Date	22 July, 2024

## Schedule

Topic: **Understanding Innovation**

**A** Introduction to innovation

**B** Fundamentals of Innovation

**C** Theories of Innovation

Topic: **Innovation Foundation**

**A** Business in Society, Diffusion of Innovation

**B** Creative thinking

**C** Innovation Management

Topic: **Understanding Entrepreneurship**

**A** Introduction to Entrepreneurship

**B** Design thinking for Entrepreneurship

**C** Startup Methods

Topic: **Entrepreneurship Foundation**

**A** Opportunity Analysis

**B** Assembling and motivating a team

**C** Pitching and presenting

Topic: **Advance Innovation & Entrepreneurship**

**A** Advance Strategy for Innovators and Entrepreneurs

**B** Finance for Innovators and Entrepreneurs

**C** Marketing for Innovators and Entrepreneurs

## PROFILES OF FACULTY EXPERTS

### Dr. Preeti Singh



With more than 12 years of research and teaching experience in a diverse academic environment, Dr. Preeti Singh has worked with many renowned international academic institutions and universities. Dr. Singh is an M. Phil and UGC-NET qualified. Dr. Preeti has been associated with All India Radio as a Casual Compere for more than ten years addressing various contemporary social issues through her Radio Programmes. Her area of study incorporates Radio Broadcasting, Digital Media, Development Communication and Gender Studies. She also provides free online-offline Sessions for soft-skills development to the University/College students on demand.

### Dr. Shrinkhala Upadhyaya



Academician and researcher, Dr. Shrinkhala Upadhyaya has completed her PhD from BGSU Ohio University, Ohio. Her research interest incorporates health & development communication and communication for social change. Currently working as Assistant Professor - communication at School of Media, Film & Entertainment, Sharda University. Dr. Shrinkhala's doctoral dissertation titled "Detection of Eating Disorders Among Young Women: Implications for Development Communication," using quantitative techniques (SPSS) for data analysis, under Dr. Srinivas Melkote (advisor) from BGSU, Ohio. Prior to joining Sharda University, Dr. Shrinkhala was associated with many international universities. She also have experience in communication team of NGOs including Plan India and New Concept Information Systems. Dr. Shrinkhala have also conducted freelance training and workshops on Oral Communication Skills.

School: SSMFE Programme: UG Branch: NA		Batch : UG 2022-2026 Current Academic Year: 2024-25 Semester: V	
1. Course Code	VAF008		
2. Course Title	Innovation & Entrepreneurship		
3. Credits	Audit Course		
4. Contact Hours (L-T-P)	30 Hours		
Course Type	Value added course		
5. Course Objective	<ul style="list-style-type: none"> <li>To understand the concepts of Innovation and Entrepreneurship</li> <li>To explore opportunities to interpret organizational output and efficiency.</li> <li>To work effectively and professionally in teams.</li> </ul>		
6. Course Outcomes	After completing the course students will be able to – CO1: Outline the concepts of Innovation and Entrepreneurship CO2: Review the opportunities to interpret organizational output and efficiency. CO3: Adapt strategies to work effectively and professionally in teams. CO4: Explain and exhibit the knowledge of entrepreneurial qualities and explore entrepreneurial opportunities. CO5: Examine and execute the best practices of Innovation and Entrepreneurship. CO6: Elaborate analyze and evaluate ethical problems that occur at all levels of business decision making		
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	
<b>Unit 1</b>	<b>Understanding Innovation</b>		
A	Introduction to innovation	CO1	
B	Fundamentals of Innovation	CO1	
C	Theories of Innovation	CO1	
<b>Unit 2</b>	<b>Innovation Foundation</b>		
A	Business in Society, Diffusion of Innovation	CO2	
B	Creative thinking	CO2	
C	Innovation Management	CO2	
<b>Unit 3</b>	<b>Understanding Entrepreneurship</b>		
A	Introduction to Entrepreneurship	CO3	
B	Design thinking for Entrepreneurship	CO3	
C	Design thinking for Entrepreneurship	CO6	
<b>Unit 4</b>	<b>Entrepreneurship Foundation</b>		
A	Opportunity Analysis	CO4	
B	Assembling and motivating a team	CO4	
C	Pitching and presenting	CO6	
<b>Unit 5</b>	<b>Advance Innovation &amp; Entrepreneurship</b>		
A	Advance Strategy for Innovators and Entrepreneurs	CO5	
B	Finance for Innovators and Entrepreneurs	CO5	
C	Marketing for Innovators and Entrepreneurs	CO6	
<b>Text Book/s*</b>	Technology Ventures: From Idea to Enterprise. Byers, Dorf, and Nelson. 4th Edition. McGraw Hill Education. Copyright 2015. ISBN 978-1259252754 (International Student Edition).		
<b>Other Refernces</b>	Poornima Charantimath, (2007)“Entrepreneurship Development-Small Business Enterprise”, Pearson Education.		