



**SHARDA**  
UNIVERSITY  
*Beyond Boundaries*



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



— COURSE —

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

**VALUE ADDED  
COURSE BROCHURE  
2025-26**

## ABOUT THE UNIVERSITY

Sharda University is a leading Educational institution based out of Greater Noida, Delhi NCR. A venture of the renowned Sharda Group of Institutions (SGI), The University has established itself as a high quality education provider with prime focus on holistic learning and imbibing competitive abilities in students.

## 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: **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 – Dr. Shrinkhala Upadhyaya B.Sc Animation & VFX and B.Sc Gaming 4th Semester – Prof. (Dr) Dhruv Sabharwal
Venue	BA(J&MC) and BA(FT&OTTP) 4th Semester – 505, Block 2 B.Sc Animation & VFX and B.Sc Gaming 4th Semester – 605, Block 2
Start	January, 2026

## Schedule

### Topic: Understanding Innovation

- A Idea and introduction to innovation
- B Innovation: Fundamentals and Essentials
- C Theories and models of Innovation

### Topic: Innovation Foundation

- A Innovation and Society, Concept of Diffusion of Innovation
- B Basics of creative thinking
- C Innovation Management techniques

### Topic: Understanding Entrepreneurship

- A Introduction to Entrepreneurship
- B Basics of Design thinking for Entrepreneurship
- C Startup Methods

### Topic: Entrepreneurship Foundation

- A Opportunity Analysis techniques
- B Team Building: Assembling and motivating a team
- C Entrepreneurship techniques: Pitching and presenting

### Topic: Advance Innovation & Entrepreneurship

- A Advance Strategy for Innovators and Entrepreneurs, Case studies
- B Finance for Innovators and Entrepreneurs
- C Marketing for Innovators and Entrepreneurs

## PROFILES OF FACULTY EXPERTS

### **Prof. (Dr) Dhruv Sabharwal**



Working as Professor at Sharda School of Media, Film, and Entertainment at Sharda University. Specialization in advertising and Public Relations Research, Media Management, and Data Journalism. The area of research involves Covert Advertising.

Ph.D. degree in Journalism & Mass Communication from Amity School of Communication, Amity University Gwalior, India. Focus area is Advertising and Marketing Research. Graduated in Economics and a double masters in Journalism & Mass Communication and Tourism Marketing from Aligarh Muslim University Aligarh (UP).

Published various research papers in Scopus indexed journals, Web of Science, UGC Care listed Journals, and Chapters in various Books. Guest Editor of Scopus Indexed Journal -JCCC (2018-19) Attended various national and international conferences. Done various Orientation Programmes/refreshers courses and FDPs. Organizing committee member of an international conference organized by Amity University Dubai. Apart from this, published a book titled "Fundamental of Advertising & Public Relations" in 2018. Also, a member of the Public Relations Society of India (PRSI) Bhopal Chapter and a Google-certified fact checker.

### **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 has experience in communication team of NGOs including Plan India and New Concept Information Systems. Dr. Shrinkhala has also conducted freelance training and workshops on Oral Communication Skills.

School: SSMFE Programme: UG Branch: NA		Batch : UG Batch2024-2028 Current Academic Year: 2025-26 Semester: IV	
1. Course Code	NVA0001		
2. Course Title	Introduction to Innovation & Entrepreneurship		
3. Credits	Audit Course		
4. Contact Hours (L-T-P)	30 Hours		
Course Type	Value Added Course (NCVAC)		
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 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	
Unit 1	Understanding Innovation		
A	Idea and introduction to innovation		CO1
B	Innovation: Fundamentals and Essentials		CO1
C	Theories and models of Innovation		CO1
Unit 2	Innovation Foundation		
A	Innovation and Society, Concept of Diffusion of Innovation		CO2
B	Basics of creative thinking		CO2
C	Innovation Management techniques		CO2
Unit 3	Understanding Entrepreneurship		
A	Idea and Introduction to Entrepreneurship		CO3
B	Basics of Design thinking for Entrepreneurship		CO3
C	Startup Methods		CO6
Unit 4	Entrepreneurship Foundation		
A	Opportunity Analysis techniques		CO4
B	Team Building: Assembling and motivating a team		CO4
C	Entrepreneurship techniques: Pitching and presenting		CO6
Unit 5	Advance Innovation & Entrepreneurship		
A	Advance Strategy for Innovators and Entrepreneurs, Case studies		CO5
B	Finance for Innovators and Entrepreneurs		CO5
C	Marketing for Innovators and Entrepreneurs		CO6
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 Refernces	Poornima Charantimath, (2007)“Entrepreneurship Development-Small Business Enterprise”, Pearson Education.		