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Metric 3.2.1

The institution has Created an Ecosystem for Innovations, the Indian Knowledge System (IKS), including Awareness about IPR, the Establishment of an IPR Cell, Incubation Centre, and other Initiatives for the Creation and Transfer of Knowledge/Technology and the Outcomes of the same are Evident

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Criterion III: Research, Innovation & Extension

3.2 Innovation Ecosystem

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Innovation and Indian Knowledge System (IKS) Ecosystem at ASMA Institute of Management

The ASMA Institute of Management has established a comprehensive ecosystem that fosters innovation, promotes the Indian Knowledge System (IKS), and enhances awareness of intellectual property rights. By blending modern educational practices with traditional Indian knowledge, the institution has created a robust framework that encourages creativity, entrepreneurial initiatives, and the protection of intellectual property. This holistic approach is evident through strategic initiatives such as the formation of an Intellectual Property Rights (IPR) cell, the establishment of an incubation center, and the facilitation of knowledge and technology transfer.

Promoting Innovation and Indian Knowledge System (IKS)

The significance of integrating contemporary innovation with the rich heritage of Indian knowledge is well understood at ASMA. The institution's curriculum actively incorporates IKS, highlighting traditional knowledge's relevance in management, leadership, sustainability, and ethics. This integration deepens students' understanding of India's intellectual legacy while equipping them to apply these principles in modern business environments. By encouraging both students and faculty to explore indigenous knowledge, ASMA empowers them to contribute new ideas and models rooted in Indian culture and tradition, ensuring that the wisdom of the past informs the innovations of the future.

Intellectual Property Rights (IPR) Awareness and Establishment of IPR Cell

In today's globalized world, intellectual property plays a crucial role in protecting innovation. Recognizing this, ASMA Institute has established an IPR Cell aimed at raising awareness about intellectual property rights, including patents, trademarks, and copyrights. The cell organizes regular workshops and seminars to educate students, faculty, and staff on safeguarding their innovative ideas and research outcomes. These sessions provide theoretical insights into intellectual property law while offering practical guidance on filing patents and securing copyrights. The IPR Cell is instrumental in empowering individuals to protect their intellectual contributions, ensuring their ideas are recognized and rewarded.

Incubation Center: Nurturing Startups and Entrepreneurial Spirit

ASMA Institute of Management has set up an incubation center to provide a platform for students, faculty, and budding entrepreneurs to transform their innovative ideas into viable business ventures. The center supports these ventures through mentorship programs, funding opportunities, and industry connections, helping incubatees navigate the challenges of entrepreneurship. By fostering a culture of innovation, the incubation center nurtures creative solutions to real-world problems, promoting the growth of startups within the institution and contributing to the broader business ecosystem.

Knowledge and Technology Transfer

ASMA's dedication to knowledge and technology transfer is evident in the outcomes achieved by its faculty and students. The institution has successfully collaborated with industry partners to facilitate the transfer of technological innovations and business solutions developed at the institute. These partnerships not only benefit the institution but also contribute to society by addressing key challenges through innovative solutions.

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Celebration of Indian Cultural Events: Strengthening Roots and Building Leadership

In addition to fostering innovation and IKS, ASMA Institute celebrates and incorporates Indian cultural events as an integral part of its ecosystem. These celebrations bring students and faculty closer to their cultural roots and traditions, fostering a sense of belonging and community. Participation in these events helps individuals connect on a deeper level, building teamwork and leadership skills essential for their future careers. Festivals, traditional celebrations, and community activities instill values of unity, respect, and collaboration, which are fundamental to personal and professional growth.

Evident Outcomes

ASMA Institute of Management's initiatives have resulted in several notable achievements, including the establishment of startups, research publications, and patents filed by faculty and students. Increased participation in national and international conferences, along with recognition for innovative research, highlights the effectiveness of the institution's approach. The celebration of Indian cultural events further reinforces the institution's role in developing well-rounded individuals equipped with leadership, teamwork, and a strong connection to their heritage.

Conclusion

ASMA Institute of Management has successfully created a dynamic ecosystem that promotes innovation and the Indian Knowledge System, underpinned by strong intellectual property awareness, entrepreneurial support, and a deep connection to cultural roots. Through this comprehensive approach, the institution positions itself as a leader in knowledge creation, innovation, and cultural preservation, helping students develop the skills needed to thrive in the modern world while staying connected to their heritage.




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R & D CELL

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Rajeshwari Educational Foundation's
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Sr.No	Name	Designation	Role In Cell
a		R & D Cell Policy	
b		Seminars , Workshops, FDPs and Conferences Organized By R & D Cell During Last Five Years	
c		List of Faculty Members with PhD	
d		List of Faculty Pursuing PhD	

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1	Dr. Ganesh Tannu	Director	Chairperson
2	Dr. Sajid Alvi	Director , DIMR	Member
3	Dr.NitinZavre	Director, RGSB	Member
4	Dr. Sandip Prabhu	Associate Prof. Symbiosis University	Member
5	Dr.Shivale	Director, IBMR Pune	Member

R & D Cell Composition



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R & D Cell

Seminars, Conferences, FDPs, and Workshop Organized During Last Five Years

Sr.No.	Seminars, Conferences, FDPs, and Workshop Organized During Last Five Years	Date From - To
1.	Workshop On 'How To Convert SIP Into Placement (PPO)'	27-07-2023
2.	Seminar On Career Opportunity In Applied Data Science	24-06-2023
3.	Workshop on Marketing Masterclass-Unleashing The Power Of Business Mindset And Strategic Launch Techniques	21-06-2023
4.	Workshop On-Unlock The Power Of Case Study Analysis	16-06-2023
5.	Seminar on 'Capital Market Awareness'	19-05-2022
6.	Workshop on Research Methodology	15-03-2022
7.	Seminar on Disruption to an existing "Industry due to Technology & Innovation".	27-12-2021
8.	Training program- Employability Skills Training Program	12-10-2021
9.	Decision Science Competition	13-11-2020
10.	Workshop on 'Writing Quality Research Paper'	23-07-2019
11.	Training Session-New-agetools and techniques intheresearch	05-07-2019



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List of Faculty Members with PHD

Sr.No	Faculty with Ph.D
1.	Dr. Ganesh Tannu
2.	Dr. Sachin Malke



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RAD Shastri Educational Foundation's
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List of Faculty Members pursuing PhD

Sr.No	Faculty Pursuing PhD
1.	Prof. Prakash Patil

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Recognized Research Guides

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SPPU Recognized PhD Guide

Sr.No	Name of the Faculty
1	Dr .Ganesh Tannu

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Savitribai Phule Pune University
(Formerly University of Pune)



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ACADEMIC SECTION
Ganeshkhind, PUNE-411 007

Ref. No: BUTR/Management/03/973
To

Date: 30/11/2016

Dr. Ganesh Madhukar Tannu
Maharashtra Academy of Engineering
And Educational Research MIT School of
Management, S.No. 123, 3rd floor,
Sarswati Vishwa Building, A Wing, Paud
Road, Kothrud Pune-411038

Subject : Recognition as a Ph.D Guide

Sir,

Please refer to your application for Recognition as a Ph.D Guide of Savitribai Phule Pune University, I am directed to inform you that the University authorities have been pleased to recognize you as a Ph.D Guide of this University under the provision of Section 36A of the Maharashtra Universities Act, 1994.

The details of your recognition are as under :

1. You have been recognized to guide Ph. D. Scholars in the subject of **Marketing Management** for the period of eight (8) years with effect from **08-10-2016 to 07-10-2024** with following particulars:
 - i) Eight (8) Ph. D. Scholars, if you are a Professor.
 - ii) Six (6) Ph.D. Scholars, if you are an Associate Professor.
 - iii) Four (4) Ph.D. Scholars, if you are an Assistant Professor.

Your guideship is subject to the following conditions and other terms and conditions prescribed by the university and University Grants Commission, (UGC) New Delhi from time to time in this behalf:

- i) Ph.D Research Guideship will be governed by the University Grants Commission (Minimum Standards and Procedure for Award of Ph.D Degree) Regulations 2016.
- ii) If you have made the application for Ph.D Research Guideship through the Affiliated College/ Recognized Institute/Research Institute, where you are permanently approved teacher of the University, then it is essential to have affiliation of this University to the post Graduate subject for which you have applied for Ph.D Research Guideship.
- iii) a) If the affiliation/Recognition granted by the university to the said Post Graduate subject gets over then the recognition granted to you will be treated as cancelled from the date on which the period of affiliation/recognition gets over.

1 of 2

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- b) In case of research Institute, it should be recognized by the University for the subject for which you are recognized as Ph.D Research Guide.
If the recognition granted by the University to your Research Institute gets over then your recognition as an Ph.D Research Guide will be treated as cancelled from the date on which the recognition to your Research Institute gets over.
- iv) In case of those Ph.D Guides whose length of service as a regular faculty is not more than two years, in such cases it is essential for them to take a Co-Guide whose length of service as a regular faculty should not be less than five years and the said Co-Guide should be approved Ph.D Guide of Savitribai Phule Pune University.
- v) No fresh Ph.D 'Research Students' should be registered with Ph.D Research Guides whose length of service as a regular faculty is not more than two years.

In addition to the above conditions, it is essential to mention the name of 'Savitribai Phule Pune University' in author's address in the Publications made by you and your students.

Recognition granted to you is always subject to the terms and conditions prescribed by the University and U.G.C. New Delhi from time to time, in this behalf.

If any correction in the recognition letter then please contact this office within fifteen days from the date of receipt of this letter.

Thanking you.

Yours Sincerely,
[Signature]
for Director
(BCUD)

Copy fives to :

1. The Dean, Faculty of Management.
2. The Principal / Director/Head, Maharashtra Academy of Engineering And Educational Research MIT School of Management, S.No. 123, 3rd floor, Sarwati Vishwa Building, A Wing, Paud Road, Kothrud Pune-411038.
3. The Assistant Registrar (Admission), Savitribai Phule Pune University, Pune-411 007.



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Entrepreneurship Development



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Sr.No	Name of the Document
a	ED Cell Policy
b	Syllabus of the Course 'Entrepreneurship Development' and 'Start-Up New Venture Management'
c	List of Activities Under ED Cell During Last Five Years



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Entrepreneurship Development Cell (Start-up & Innovation Cell)

Preamble

With the ever-changing world, self-reliance has become the key to success. The global economy is increasingly seeking self-reliance, especially in light of economic slowdowns and uncertainties in the job market. These challenges drive the need to foster a culture of research, innovation, and entrepreneurship. To address this need, **ASMA Institute of Management**, Pune, has taken proactive steps by establishing an **Entrepreneurship Development (ED) Cell**.

ASMA's ED Cell is dedicated to nurturing innovation and fostering a start-up culture within the institute. It focuses on areas such as mentoring, guidance, product development, research and innovation, intellectual property rights, ownership, technology transfer, and commercialization. The institute has organized and conducted numerous activities aimed at developing the entrepreneurial mindset of its students. In addition, ASMA has established clear guidelines for managing innovation, start-ups, and entrepreneurship.

The ED Cell at ASMA is committed to motivating students by conducting various research, innovation, and entrepreneurial activities and events. The primary goal of the cell is to provide a platform for students to develop start-up skills and shape their entrepreneurial thinking. This empowers them to translate their creative and innovative ideas into reality. The ED Cell enables students to embark on a journey of research, innovation, and entrepreneurship, equipping them with the tools necessary to thrive in a dynamic and competitive world.

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Objectives

- To create independent business entities out of interested students so that they not only become self-employed but also capable of providing gainful and fulfilling employment to others, thereby benefiting society at large.
- The cell encourages more students from the institute to become self-employed and start their own firms by transforming their ideas into enterprises.
- The cell aims to ignite creative thinking and nurture research, innovation, and entrepreneurial instincts in students.
- Encourage entrepreneurship among the students, staff, and faculty of ASMA, as well as the public, by offering proper guidance and mentoring as needed.
- Provide various facilities and activities to help entrepreneurs grow.

For the Institute

- To create a strong and thriving local startup ecosystem at ASMA through the ED-CELL to help students, alumni, and faculty prosper.
- To encourage entrepreneurship among students, staff, and faculty with proper guidance and mentoring.
- To enhance the reputation of the institution locally and among peers.
- To create tangible assets, intellectual property (IP), and patents for the institute.
- To consistently improve the quality of incoming and outgoing student traffic.

For the Students

- To facilitate an early entry into the industry ecosystem with confidence.
- To engage in industry-standard projects and product creation while still in college.
- To assist in preparing for real-world challenges in the workplace.
- To improve acceptance and integration in the corporate world.


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Entrepreneurship Development Cell (Start-up & Innovation Cell) Composition Academic Year 2022-23

Sr.No	Name	Designation	Role In Cell
1	Prof. Om Sharma	Faculty	Head
2	Shri. Ankush A. Yadav	H.O.D	Co-ordinator
3	Sushil Kr Dash	ASMA Student	Member
4	Nikita Agarwal	ASMA Student	Member
5	Chetan Pardeshi	ASMA Student	Member
6	Mr. Sawan	Industry Representative (Director Trasnopedia Pune)	Member



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SPPU Syllabus of Course Entrepreneurship Development

MBA-I Semester -I

Semester I		109 – Entrepreneurship Development
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO109.2	UNDERSTANDING	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
CO109.3	APPLYING	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
CO109.4	ANALYSING	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up.
CO109.5	EVALUATING	EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
CO109.6	CREATING	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.

1. **Entrepreneurship:** Concept of Entrepreneur, Intrapreneur, Entrepreneurship and Manager. Difference between Entrepreneur and Intrapreneur, Entrepreneur and Entrepreneurship Attributes and Characteristics of successful entrepreneurs. Functions of an Entrepreneur, Classification of Entrepreneurs. Role of Entrepreneur in Indian Economy, Developing entrepreneurial culture, Factors influencing Entrepreneurship Growth - Economic, Non-Economic Factors, For profit or Not for profit entrepreneurs, Constraints for the Growth of Entrepreneurial Culture, Entrepreneurship as a career, Entrepreneurship as a style of management, Emerging Models of Corporate Entrepreneurship, India's start up revolution-Trends, imperatives, benefits, the players involved in the ecosystem, Business Incubators-Rural entrepreneurship, social entrepreneurship, women entrepreneurs, Cases of Tata, Birlas, Kirloskar and new generation entrepreneurs in India. (6)



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SPPU - MBA Revised Curriculum 2019 CBCGS & DBE Pattern

2. Theories of entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social Change by Everett Hagen. (4)

3. Entrepreneurship development: Entrepreneurial Competencies, Developing Competencies, Concept of entrepreneurship development, Entrepreneur Training and developing, Role of Entrepreneur Development Programs (EDP), Role of DIC, SISI, EDII, NIESBUD, NEDB, EDP - Objectives - contents - methods - execution, Role of Mentors, Innovation and Entrepreneurship, Design Thinking Process, Role of consultancy organizations in promoting Entrepreneurs, Problems and difficulties of Entrepreneurs - Marketing Finance, Human Resource, Production, Research - external problems, Mobility of Entrepreneurs, Entrepreneurial change, occupational mobility - factors in mobility. (6)

4. Role of Central Government and State Government in promoting Entrepreneurship: Introduction to various incentives, subsidies and grants, Export Oriented Units, Fiscal and Tax concessions available, Women Entrepreneurs - Role, Problems and Prospects, Reasons for low women Entrepreneurs, Assistance Programme for Small Scale Units - Institutional Framework - Role of SSI Sector in the Economy - SSI Units - Failure, Causes and Preventive Measures - Turnaround Strategies, Future of Entrepreneurship Development and Government, Start Up India, Make in India. (5)

5. Enterprise Promotion: Creating Entrepreneurial Venture, Entrepreneurship Development Cycle, Business Planning Process, The business plan as an entrepreneurial tool, Elements of Business Plan, Objectives, Market Analysis, Development of product / idea - Resources, Capabilities, and strategies, identifying attributes of strategic resources, Opportunity Analysis, innovator or imitator, SWOT analysis, Internal and External Environment Analysis, Industry Analysis, Embryonic Companies and Spin off's, Porter's five forces model, Identifying the right Business Model Canvas, Seven Domains of John Mullins, Opportunities in Emerging/Transition/Decline industries, Opportunities at the bottom of the pyramid, Opportunities in social sector, Opportunities arising out of digitization, Marketing, Finance, Organization & Management, Ownership - Franchising, networking and alliances, Buying an existing business, Critical risk contingencies of the proposal, Scheduling and milestones. (9)

Suggested Text Books:

1. Dynamics of Entrepreneurship Development, Vasant Desai
2. Entrepreneurship - New Venture Creation, David H. Holt
3. Entrepreneurship Development - New Venture Creation, Satish Taneja, S.L. Gupta
4. Project management, K. Nagarajan
5. Entrepreneurship: Strategies and Resources, Marc J. Dollinger

Suggested Reference Books:

1. The Culture of Entrepreneurship, Brigitte Berger
2. Innovation and Entrepreneurship, Peter F. Drucker
3. Entrepreneurship, Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
4. Entrepreneurship As Strategy, G. Dale Meyer, Kurt A. Heppard
5. New Vistas of Entrepreneurship - Challenges & Opportunities, A. Sahay, M.S. Chhikara
6. Entrepreneurship and Small Business Management, Siropolis
7. The Entrepreneurial Connection, Gurmeet Naroola
8. Thought Leaders, Steven Brandt
9. Corporate Entrepreneurship, Vijay Sathe
10. Corporate Entrepreneurship - Entrepreneurial Development Inside Organizations, Michael H. Morris, Donald F. Kuratko
11. Intrapreneurship, Gifford Pinchot
12. Lead like an Entrepreneur, Neal Thornberry
13. You Too Can Become an Entrepreneur, Nalinaksha Mutsuddi
14. Make The Move: Demystifying Entrepreneurship, Ishan Gupta, Rajat Khare



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SPPU Syllabus of Course Start up New Venture Management

MBA-I Semester -II

Semester II		209 - Start Up and New Venture Management
2 Credits	LTP: 2 0 0	Generic Elective - University Level

Sr.

Course Outcomes. On successful completion of the course the learner will be able to

COP	COGNITIVE ABILITIES	COURSE OUTCOMES
CO209.1	REMEMBERING	DESCRIBE the strategic decisions involved in establishing a startup.
CO209.2	UNDERSTANDING	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO209.3	APPLYING	IDENTIFY the issues in developing a team to establish and grow a startup.
CO209.4	ANALYSING	FORMULATE a go to market strategy for a startup.
CO209.5	EVALUATING	DESIGN a workable funding model for a proposed startup.
CO209.6	CREATING	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.

- 1. Being an Entrepreneur:** The entrepreneur, Profile analysis, behaviour and motivations, Lean Start-up, The entrepreneurial ecosystem, Entrepreneurs and strategic decisions, Sustainability of Entrepreneurship, Dilemmas of an entrepreneur for success, Handling doubts on survival of business, Struggles-Causes of failure-Product/market, financing, managerial-Resilience, Legal Fundamentals - When, how and where to incorporate. (5)
- 2. Customer Discovery:** Entrepreneurial Opportunity Search and Identification, Market Intelligence, Market analysis, Market research, Customer validation, developing your business model, Crafting your value proposition, Product Development, Managing the product development process, Long Tail markets, Product launch goals, Go to Market Strategy, The role of selling in a startup, Sales forecasting for startups, Mapping buyer response modes, Social media Promotion tools. (7)
- 3. The Financial Road Map:** Planning/Budgeting, Developing a financial roadmap, financial statements: the four components, How to budget for startup success, Bootstrapping and alternative sources of funding, Informal capital-Friends & Family, Role of Government in ED, various schemes - PMEGP, CGTMSE, MPDA, SFURTI, Role of MSDE, Schemes by MSDE- PMKVY, SANKALP, STAR, Crowd funding, Venture capital, Private Equity, financing Mix and the financing continuum shareholding, Cliff-Vesting schedule-Relative importance of Operational involvement, The Pitch, Preparing for your investor presentation, Elements of the perfect investment pitch. (6)
- 4. Entrepreneurial Leadership:** Building and managing the founder team, Attracting and retaining the right people, The Team - Board/Governance, The role of a successful board, Different board models for different ventures, How to assemble a board of advisors, separating leadership from management, Legal Matters- Organizational form-partnership, sole proprietorship, Tax, Legal expenses, hiring the service providers, Employee management and leadership in the workforce, Recruiting, selection and hiring, Hiring the first employee. (5)
- 5. Business Plan:** Need & Objectives, Target audience, Contents - Cover page and table of contents, Executive summary, Description of the current situation, Basic company information, products/services, management team, business organization, future goals, vision, and mission, Description of opportunity and market, Who are the buyers, who are the competitors, what are the competitive advantages of the company? Description of the business model, the marketing and sales strategy, Basic facts on the financials- Cash flow projection (life line), income statement (bottom line/profit and loss), balance sheet (business health/assets, liabilities, etc.), funding requirements, Risk analysis and possible exit strategies, Conclusion and appendices, Resumes, literature, technical descriptions, Executive summary, Elevator pitch, Building a strong presentation, innovative methods of presenting a business plan -mind map, animated videos, etc. (7)

Suggested Text Books

1. New Venture Management: The Entrepreneur's Roadmap (Entrepreneurship Series), Donald F. Kuratko and Jeffrey S. Hornsby, Pearson



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Activities During The Last Five Years

Sr.No	Name of the Workshop/Seminar/Conference	Date
1.	Seminar on Leadership Development	05/08/2022
2.	Seminar on Entrepreneurship Development	09/10/2022
3.	Guest Lecture on Opportunities for Startups	12/11/2022
4.	Seminar on Agricultural Entrepreneurship	10/01/2023
5.	Career Opportunities in Agriculture Management	03/03/2023
6.	Seminar on Leadership Development	23/08/2021
7.	Seminar on Women Entrepreneurship	09/11/2021
8.	Webinar on Career Opportunities in Agricultural Business	15/12/2021
9.	Start-up and incubation Centre	20/01/2022
10.	Webinar on Entrepreneurship and Startups	09/11/2020
11.	Post-COVID Entrepreneurship Opportunities	22/02/2021
12.	Leadership Development Seminar	12/10/2019
13.	Startup opportunities in India Seminar	23/11/2019
14.	Webinar on Women Entrepreneurship	10/03/2020



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Collaborations & Partnerships



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List of MoU's During Last Five Years

Sr.No	Name of MoU/ Linkage	Name of the institution/ industry with whom the MoU / linkage with made
1	Educational MoU	Abhinav Education Society's Institute of Management and Research
2	Educational MoU	ASM's Institute of Professional Studies, Pune
3	Educational MoU	International Institute of Management Science (IIMS), Pune, Maharashtra, 411033, (MS)
4	Educational MoU	AISSMS Institute of Management, Pune - 411 001
5	Educational MoU	Poona Institute of Management Sciences and Entrepreneurship (PIMSE), Pune-411001 (MS)
6	Educational MoU	Pune Lotus Business School (LBS), Pune-411033 (MS) CleverGround, Pune
7	Educational MoU	Allana Institute of Management Sciences (AIMS), Pune - 411001 (MS)
8	Educational MoU	Prin. N. G. Naralkar Institute of Career Development and Research, Pune- 411030 (MS)
9	Educational MoU	Institute of Industrial and Computer Management and Research (IICMR), Pune 411044
10	Educational MoU	ASM's Institute of Business Management and Research (IBMR), Pune, Maharashtra 411019 (MS)
11	Educational MoU	Matrix School of Management Studies, Pune-411 041 (MS)
12	Educational MoU	Pratibha Institute of Business Management (PIBM), Pune 411019 (MS)
13	Educational MoU	Dr. D.Y.Patil Centre for Management and Research, Pune - 412114 (MS)
14	Educational MoU	JSPM's Jayawant Institute of Management Studies, Pune - 411033
15	Educational MoU	Poona College of Arts, Science and Commerce, Pune - 411001
16	Industrial MoU	Sai Service Pvt. Ltd



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Intellectual Property Rights



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Sr.No	Name of the Document
a	IPR Cell Policy
b	List of IPR Awareness Activities Conducted During the Last Five Years

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Intellectual Property Rights (IPR) Cell

ASMA Institute of Management, Pune, established its IPR Cell on 26th April 2023. Recognizing the vital role that innovation and creativity play in societal advancement and economic growth, ASMA is committed to protecting and promoting Intellectual Property Rights (IPR).

The IPR Cell was created with the vision of nurturing a culture of innovation, safeguarding intellectual creations, and facilitating their responsible use. The IPR Cell serves as the custodian of intellectual property assets within ASMA.

Through proactive engagement, strategic partnerships, and continuous advocacy, the IPR Cell strives to foster an ecosystem that encourages creativity, rewards innovation, and promotes the ethical use of intellectual property for the collective benefit of both ASMA and society.

Objectives of the IPR Cell:

- To create awareness about IPR among faculty members and students.
- To provide training on patent filing processes for future endeavors.
- To conduct workshops, seminars, and training courses on IPR.
- To create opportunities for product development.

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Intellectual Property Rights (IPR) Cell Composition

Sr.No	Name	Designation	Role In Cell
1	Dr.GaneshMadhukarTannu	Director , ASMA	Chairperson
2	Shri. Ankush A. Yadav	H.O.D	Co-ordinator
3	Mrs. Priyanka Om Sharma	Faculty	Member
4	Galgate Priya	ASMA Student	Member
5	Omkar S Vapre	ASMA Student	Member
6	Mr. Sawan	Industry Representative (Director Trasnopedia Pune)	Member

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Intellectual Property Right

Awareness Program Related to IPR During the Last Five Years

Sr no.	Name of the Workshop / Seminar/ Conference	Date from-To
1	Workshop on the Importance of Patent	16-03-2023
3	Seminar on Basics of "Trademark"	04-04-2022
4	Seminar on The Impact of Digital Transformation on Intellectual Property Rights	30-12-2021
5	Seminar on Disruption to an existing "Industry due to Technology & Innovation".	27-12-2021
6	Workshop on "Copyright Essentials".	20-11-2021
7	Workshop on "Geographical Indication"	06-09-2020
8	Seminar on IPR	30-12-2018



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Indian Knowledge System (IKS)



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LIST OF SUPPORTING DOCUMENTS

Sr.No	Name of the Document
a	Syllabus of the Course 'Indian Ethos & Business Ethics'
b	Reports of the Activities Conducted During Last Five Years to Promote the Indian Knowledge and Culture

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Indian Knowledge System (IKS) Full Credit Course in MBA Curriculum

Semester IV	402 – Indian Ethos & Business Ethics
3 Credits	Compulsory Generic Core Course

LTP: 2:1:1

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO402.1	REMEMBERING	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary issues in Business Ethics.
CO402.2	UNDERSTANDING	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting. ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures.
CO402.3	UNDERSTANDING	APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and workplace.
CO402.4	APPLYING	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system.
CO402.5	ANALYSING	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.

- 1 **Indian Ethos and Values : Its relevance at Workplace: Indian Ethos-** Meaning, Features, Need, Evolution, Relevance; Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Triguna Theory-QSHA Model, Work Ethos meaning, dimensions of Work Ethos. **Values** - Concepts, Values in business, Value system in work culture, and Values of Indian Managers, Relevance of Value Based Management in Global Change; Impact of values on Stakeholders; Trans-Cultural Human Values, Ethics v/s Ethos, Eastern Management v/s Western Management. (8+1)
- 2 **Indian Model of Management:** Concept of Indian Model of Management in the Indian socio-political environment, Laws of Karma and its relevance in business settings, Indian Heritage in Business-Management Production and Consumption, Management lessons from Indian heritage scriptures (like Mahabharata & Ramayana), Leadership Principles from Kautilya's Arthashastra, VEDA Model of Leadership, Corporate Risk Model, Theory X, WE theory (West-East Theory) (8+1)
- 3 **Business Ethics as Applied ethics:** Meaning, Characteristics of Business Ethics, Importance of Business Ethics (Long Term growth, Cost reduction, Risk mitigation, Limited resources, etc.) Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics), Factors influencing business ethics, Categories of Ethics (Personal, Professional, Managerial) Business Code of Conduct), Approaches to Business Ethics: Consequentialist & Non-Consequentialist Theories of Ethics - Deontological Theory & Teleological Theory, Kohlberg Six stage moral development. (8+1)
- 4 **Ethical decision making in business matrix:** Framework of Ethical decision making; Ethical dilemmas in different functional areas of Business (Finance, Marketing HRM and International Business), Intellectual Property Rights and Business Ethics, Ethical challenges for Managers, Ethical Decision Making process, it's Model -STEP Model, PLUS Filter Model. (8+1)
- 5 **Applications of Ethical Principles to Contemporary, Moral and Ethical problems / issues related to Business:** Contemporary cases on Corporate Strategy and Climate Change; Corporate Strategy and Natural resource depletion, Corporate Social Responsibility, transparency and accountability, Social Media and E-Platforms. Current ethical issues like Bank scams, Airlines etc. (8+1)



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Celebration of International Yoga Day 2019

Event Name: Celebration of International Yoga Day 2019

Date: 21 June 2019

Venue: ASMA Seminar Hall

On June 21, 2019, the Department of ASMA celebrated International Yoga Day with enthusiasm and participation from college students, staff, and children of staff members. The event aimed to highlight the importance of yoga in promoting holistic well-being and to encourage its practice among individuals of all ages.



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Objectives of the Event:

- To raise awareness about the significance of yoga in maintaining physical, mental, and spiritual health.
- To encourage participation from students, staff, and their families to experience the benefits of yoga.
- To provide a platform for collective practice and learning of various yoga techniques.
- To promote unity and a sense of community among ASMA members through a shared wellness activity.

Event Description:

The International Yoga Day celebration commenced at 7:15 AM in the serene setting of the ASMA Seminar Hall. The event began with an inaugural address highlighting the importance of yoga in modern life and its relevance in promoting overall well-being.

Participants were guided through a series of yoga asanas and breathing exercises by experienced yoga instructors. The session was tailored to accommodate individuals of all skill levels, ensuring inclusivity and active participation from everyone present. The atmosphere was filled with positivity and tranquility as participants immersed themselves in the practice, focusing on alignment, breath, and mindfulness.

Notably, the event welcomed children of staff members, emphasizing the importance of introducing yoga at an early age for holistic development. Special attention was given to making the session engaging and enjoyable for the young participants, incorporating fun elements into the practice.

The event concluded with a brief meditation session, allowing participants to experience a sense of calm and inner peace. Refreshments were served, providing an opportunity for attendees to mingle and share their experiences of the session.

Learning Outcomes:

- Increased awareness among participants about the holistic benefits of yoga, including improved flexibility, strength, and stress management.
- Enhanced understanding of various yoga techniques and their practical application in daily life.
- Promotion of family involvement in wellness activities, fostering a sense of unity and togetherness within the ASMA community.



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Celebration of Dahihandi2023

Event Name: Celebration of Dahihandi2023

Venue: ASMA Ground



ASMA celebrated Dahihandi in commemoration of Krishna Janmashtami. This traditional Indian festival was celebrated with fervor and excitement, providing students with an opportunity to learn the values of teamwork and cooperation while partaking in the festivities.

Objectives of the Event:

- To celebrate the auspicious occasion of Krishna Janmashtami and promote traditional Indian festivals within the ASMA community.
- To provide students with a platform to learn and practice the values of teamwork, coordination, and cooperation through the Dahihandi celebration.
- To foster a sense of unity, camaraderie, and cultural pride among students, faculty, and staff members.

Event Description:

The Dahihandi celebration at ASMA was a vibrant and spirited event that brought together students, faculty, and staff members in the spirit of Krishna Janmashtami. A towering human pyramid was formed, symbolizing the act of Lord Krishna and his friends breaking the pot of curd hung high above.

Students enthusiastically participated in building the human pyramid, demonstrating teamwork, coordination, and trust as they worked together to reach the pot of curd. Cheers and encouragement filled the air as participants climbed on each other's shoulders, displaying physical agility and determination.

Learning Outcomes:

- Enhanced understanding and appreciation of the values of teamwork, coordination, and cooperation among participants.
- Strengthened bonds of friendship and camaraderie among students, faculty, and staff members through shared participation in the Dahihandi celebration.
- Development of physical agility, determination, and trust among participants as they worked together to build the human pyramid.
- Promotion of cultural pride and traditional Indian festivals, fostering a sense of unity and inclusivity within the ASMA community.



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Diwali Celebration 2018

Event Name: Diwali Celebration 2018

Date: 18 Oct 2018



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ASMA celebrated the festival of Diwali on October 18, 2018, with enthusiasm and joy. The event brought together students and staff members to celebrate the spirit of light, positivity, and togetherness.

Objectives of the Event:

- To celebrate the festival of Diwali and promote cultural diversity within the ASMA community.
- To foster a sense of unity and camaraderie among students and staff members.
- To provide an opportunity for creative expression through the creation of rangolis and campus decorations.
- To share the joy of the festival by exchanging sweets and extending festive greetings.

Event Description:

The Diwali celebration at ASMA commenced with the sharing of sweets among students and staff members, symbolizing the spirit of sharing and generosity associated with the festival. This was followed by the drawing of a beautiful rangoli by both students and teachers, showcasing their creativity and artistic talents.

The campus was adorned with colorful decorations, including traditional diyas (oil lamps), vibrant rangolis, and festive banners, creating a festive ambiance that filled the air with joy and excitement. Students and staff members enthusiastically participated in the decoration process, contributing to the vibrant atmosphere of the celebration.

Throughout the event, there were opportunities for interaction and the exchange of festive greetings among participants, further strengthening the sense of community and togetherness. Laughter, music, and cheerful conversations filled the air as everyone came together to celebrate the auspicious occasion of Diwali.



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