



**Curriculum - 2023**

**BBA Hons (Entrepreneurship) Degree Program**

**Faculty of Management and Finance**

**University of Ruhuna**

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**BTE 31313: Innovation and Technopreneurship**

**Level: 3000**

**Number of Credits : 03**

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**Course Description**

This course is a method of merging innovation and technological expertise with entrepreneurship. It provides an understanding of theories, concepts, and techniques, and develops competencies which are required in identifying business opportunities. Further, this course discusses how to utilize modern technologies to initiate technology-based ventures.

**Intended Learning Outcomes**

At the end of the course, the student will be able to;

- Define concepts of innovation and technopreneurship.
- Discuss the innovation ecosystem.
- Recognize the importance of innovation and technopreneurship in the dynamic business environment.
- Analyze successful business models for technology-based ventures.
- Apply appropriate innovating techniques for designing technology-based ventures.

**Teaching/Learning Methods**

Lectures, tutorials, case studies, seminars, workshops, group discussions, exposure visits

**Methods of Assessment**

In-course Assessments	: 30%
End Semester Examination	: 70%

**Course Contents**

1. Introduction to innovation and technopreneurship
2. Creativity and Innovation process
3. Innovation ecosystem
4. Innovation diffusion and innovation transfers
5. Product /Service development
6. Technology entrepreneur and new technology ventures
7. Business models for technology-based ventures
8. Research and developments for tech-based start-ups
9. Networking for technopreneurship initiatives
10. Role models of successful technopreneurs

**Recommended Readings**

1. Duening, T.N., Hisrich, R.D. & Lechter, M.A. *Technology Entrepreneurship; Taking innovation to the marketplace*. Elsevier Inc./ The latest edition.
2. Drucker, *Innovation and Entrepreneurship*. HarperCollins Publishers, Inc./ The latest edition.
3. Jamaludin, A. et al. *Technopreneurship*. Second edition. Oxford Fajor, / The latest

edition.