



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Innovation, Entrepreneurship & Venture Development

Course / Subject Code: MB01094011

Course / Subject Name : Opportunities Scouting, Problem Discovery & Innovation

| | |
|------------------------|------------------|
| W. e. f. Academic Year | 2025-26 |
| Semester | 1 |
| Category of Subject | Core Course (CC) |

| | |
|----------------------|---|
| Prerequisite: | Not required |
| Rationale: | <p>In the dynamic and disruptive business environment of today, entrepreneurial success hinges not just on execution, but on the ability to identify unmet needs, spot emerging opportunities, and develop innovative solutions. Traditional management education often focuses on planning and operations; however, innovation-led entrepreneurship requires systematic problem discovery and opportunity validation as foundational competencies.</p> <p>This subject is designed to:</p> <ul style="list-style-type: none">• Equip MBA students with the tools, frameworks, and mindsets to identify, validate, and act upon emerging opportunities.• Bridge the gap between theoretical knowledge and real-world entrepreneurial application. <p>Encourage early-stage ideation and creative thinking that aligns with the Startup India, Atmanirbhar Bharat, and NEP 2020 objectives.</p> |

Course Outcomes:

| No. | Course Outcomes | RBT Level |
|-----|---|------------|
| CO1 | To understand creative ideation frameworks to generate innovative solutions for real-world problems. | Understand |
| CO2 | To analyze emerging industry trends, policies, and user behavior to identify potential entrepreneurial opportunities in alignment with national and global innovation ecosystems. | Apply |
| CO3 | To evaluate customer needs, market segments, and feasibility aspects to validate opportunity ideas for venture creation or product development. | Evaluate |
| CO4 | To create and present actionable business opportunity reports or prototypes through fieldwork, collaborative assignments, and solution pitches. | Create |



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Teaching and Examination Scheme:

| (in Total Hours (TH) per semester) | | | | | Total Credits =TH/30 | Assessment Pattern & marks | | | | | Total Marks |
|------------------------------------|---|----|------|----|-------------------------|----------------------------|--------|--------|----------------------|---------|-------------|
| L | T | PR | PBL* | TH | | C | Theory | | Tutorial / Practical | | |
| | | | | | ESE (E) | | PA (M) | PA (I) | PBL (I) | ESE (V) | |
| 30 | 0 | 30 | 30 | 90 | 3 | 30 | 20 | 20 | 30 | 0 | 100 |

* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.

Course Content:

| Unit No. | Content | No. of Hours | Marks |
|----------|---|--------------|------------------------------------|
| 1 | Opportunity Scouting & Market Discovery <ul style="list-style-type: none"> Identifying trends and emerging sectors Industry and state-wise opportunity mapping Understanding government policy frameworks Entrepreneurial types and their relevance Market segmentation, customer persona mapping Idea validation through secondary and primary research | 15 | 15 |
| 2 | Creativity, Innovation & Problem Discovery <ul style="list-style-type: none"> Creativity vs. innovation in entrepreneurship Psychological barriers to creativity Problem Identification and Statement Ideation techniques (SCAMPER, Brainstorming, etc.) Case studies of innovative business models | 15 | 15 |
| 3 | To provide students with hands-on experience in opportunity scouting and problem discovery by engaging in field research, trend analysis, ideation, and solution development , culminating in presentations, assignments, and a venture concept pitch . This unit emphasizes experiential learning and portfolio creation . | 30+30 | PA(I) + PBL* (I) assessment |



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| | allowing students to demonstrate their entrepreneurial thinking through real-world applications. Suggestive Assignments: Field-based problem identification report, Sector trend presentation (individual/group), Opportunity-to-solution canvas Submission of Pitch deck of an opportunity-based startup idea | | |
| | | 90 | |

Suggested Specification Table For Question Paper Design:

| Distribution of Theory Marks (in %) | | | | | |
|-------------------------------------|---------|---------|---------|---------|---------|
| R Level | U Level | A Level | N Level | E Level | C Level |
| 11% | 21% | 20% | 18% | 15% | 15% |

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create (as per revised Bloom's Taxonomy)

Suggested Learning Resources:

| S. No. | Title of Book | Author | Publication with place, year and ISBN |
|--------|---|---|---|
| 1 | Opportunity Discovery and Entrepreneurial Behavior: Theory and Evidence | Jon E. Hitchcock, Jean Gordon | Mill City Press, USA, Latest Edition, ISBN: 9781545617306 |
| 2 | Creativity and Innovation: Accessing and Optimizing Your Inner Visionary, Entrepreneur, Artist and Muse | Tim Levvy | CreateSpace Independent Publishing Platform, USA, Latest Edition, ISBN: 9781508790131 |
| 3 | Creativity and Innovation: A New Theory of Idea | Prateek Goorha, Jason Potts | Palgrave Macmillan, UK, 2019, ISBN: 9783030155234 |
| 4 | Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation | Patrick Van Der Pijl, Justin Lokitz, Lisa Kay Solomon | Wiley, New Jersey, 2016, ISBN: 9781119272113 |
| 5 | The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators | Jeff Dyer, Hal Gregersen, Clayton Christensen | Harvard Business Review Press, USA, 2011, ISBN: 9781422134818 |

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Entrepreneurship Theory and Practice – A SAGE journal highlighting entrepreneurial behavior, opportunity identification, and venture creation.



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2. Journal of Small Business and Enterprise Development – Published by Emerald, it focuses on SME growth and innovation.
3. International Journal of Entrepreneurial Behaviour & Research – A scholarly source for research on entrepreneurial practices and behavior.
4. Journal of Business Venturing – Published by Elsevier, focuses on entrepreneurship, innovation, and startup ecosystems.
5. International Journal of Innovation Management – Published by World Scientific, covers theoretical and empirical studies in innovation.

Periodicals / Magazines:

1. Harvard Business Review – Features case studies, insights, and tools on innovation and business strategy.
2. MIT Technology Review – A source for emerging technologies and innovation forecasts.
3. Entrepreneur India – Covers startup stories, innovation tools, and funding updates.
4. Inc. Magazine – Focuses on startup strategies, growth hacking, and founder journeys.
5. Fast Company – Highlights innovation in design, technology, and leadership.

Software / Learning Websites

1. Startup India (www.startupindia.gov.in) – Government portal for startup schemes, policies, and incubation support.
2. MSME Ministry (www.msme.gov.in) – Resource for micro, small, and medium enterprise development programs.
3. DPIIT (www.dpiit.gov.in) – Industrial and startup policy frameworks.
4. NITI Aayog (www.niti.gov.in) – Source for national-level innovation and policy reports.
5. TrendWatching (www.trendwatching.com) – Global platform to discover consumer and innovation trends.
6. CB Insights (www.cbinsights.com) – Insights into startup funding, venture capital, and innovation metrics.
7. CMIE (www.cmie.com) – Industrial and economic data portal (subscription-based).

CO-PO Mapping

| Semester-1 | Opportunities Scouting, Problem Discovery & Innovation | | | | |
|-----------------|--|-----|-----|-----|-----|
| | POs | | | | |
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 2 | - | 1 | - |
| CO2 | 2 | 3 | - | 1 | - |
| CO3 | - | 1 | 2 | 3 | - |
| CO4 | - | 1 | - | 2 | 3 |

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.



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