

INNOVATIVE PRACTICE LEAGUE (IPL-2022-23)

“Problem Statement to Prototype- A Step Towards Entrepreneurial Thinking”

Presented by:

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Outline of Presentation

- Introduction
- Purpose and Suitability
- Methodology
- Outcomes

Introduction

- Entrepreneurs play a vital role in building nation's economy.
- They help in solving customers' pain points - development of new product, technology or service.
- Entrepreneurs create employment.
- India is second-highest in population and aims to have the third-largest economy by 2030.
- Government is making significant efforts to cultivate an entrepreneurial culture in this environment.

Purpose

- The majority of engineering students concentrate primarily on MNC jobs.
- Need to instill an Entrepreneurial culture in students' brains.
- RIT has implemented choice-based curriculum system (CBCS).
- ED track students are lagging in some prerequisites.
- Problem solving, creative thinking, communication skills and teamwork.

Creativity, Design Thinking and Entrepreneurial Mindset – Open elective course for First Year Engineering

Table I – Course Details

Class	F.Y. B.Tech (All Branches)
Number of lectures per week	2 lectures (1 Hour each)
Number of laboratory sessions per week	1 laboratory session of 2 hours
Credits assigned	Theory – 2 Laboratory - 1
In-semester evaluation (ISE)	20 Marks
End semester evaluation	100 Marks

Course Outcomes:

CO1_Learn structured approach to creativity, problem identification and problem solving in a new venture context.

CO2_Apply design thinking approach to identify innovation opportunities and develop solutions.

CO3_Identify, validate and define specific innovation opportunities through jobs-to-be-done methodology.

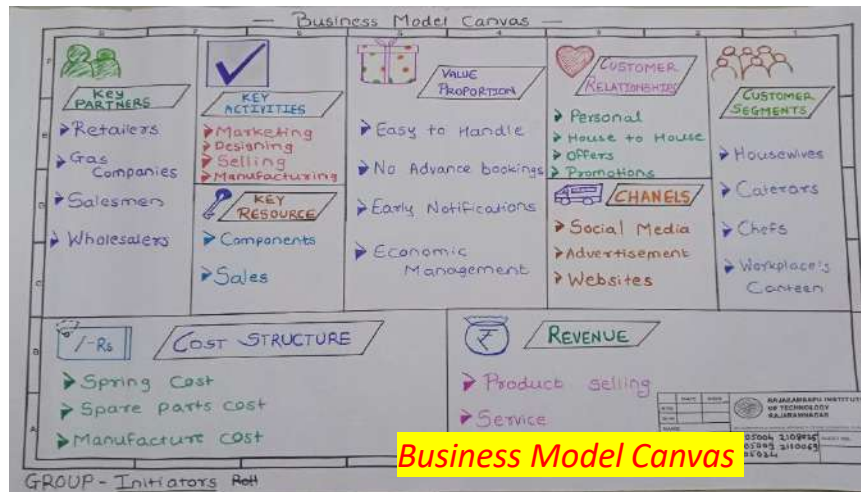
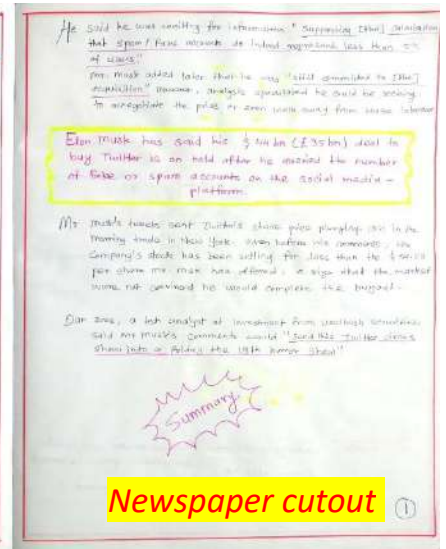
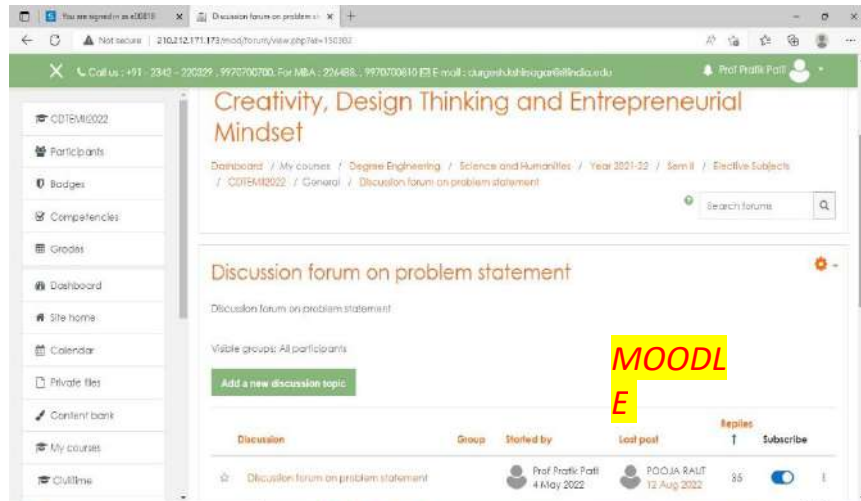
CO4_Develop mindset of a successful entrepreneur.

Design Thinking Methodology



Table II – Mapping of active learning strategies with entrepreneurial attributes

Sr. No.	Activity	Creative thinking and problem-solving skills	Communication skills	Team building
1	Discussion forum on MOODLE	✓	✓	
2	Newspaper cutout		✓	
3	Preparation of Business Model Canvas	✓		✓
4	Storyboard and prototype presentation	✓	✓	✓



Outcomes

Statistics of Prototypes developed

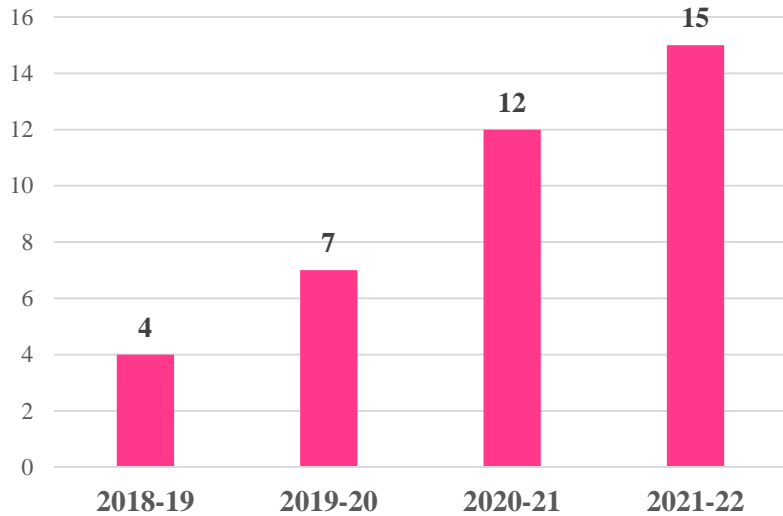


Fig. 1. Statistics of prototypes developed from the year 2018-19 to 2021-22

Yearwise Percentage CO attainment

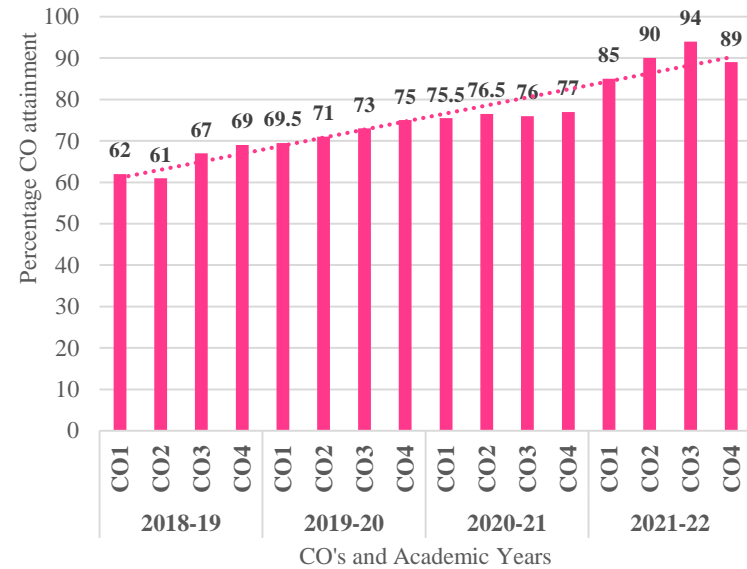


Fig. 2. Year wise Percentage CO Attainment

Table III – Survey Details

Sr. No.	Survey parameter	Survey Content
1	Students' entrepreneurial knowledge and abilities	Creative thinking and problem-solving skills, Marketing skills, technical ability etc.
2	Students' attitudes toward entrepreneurship as a career option	Moto behind starting a business
3	Student's entrepreneurial self-efficacy	Confidence level in starting own venture, self-finance, family support etc.

Outcomes

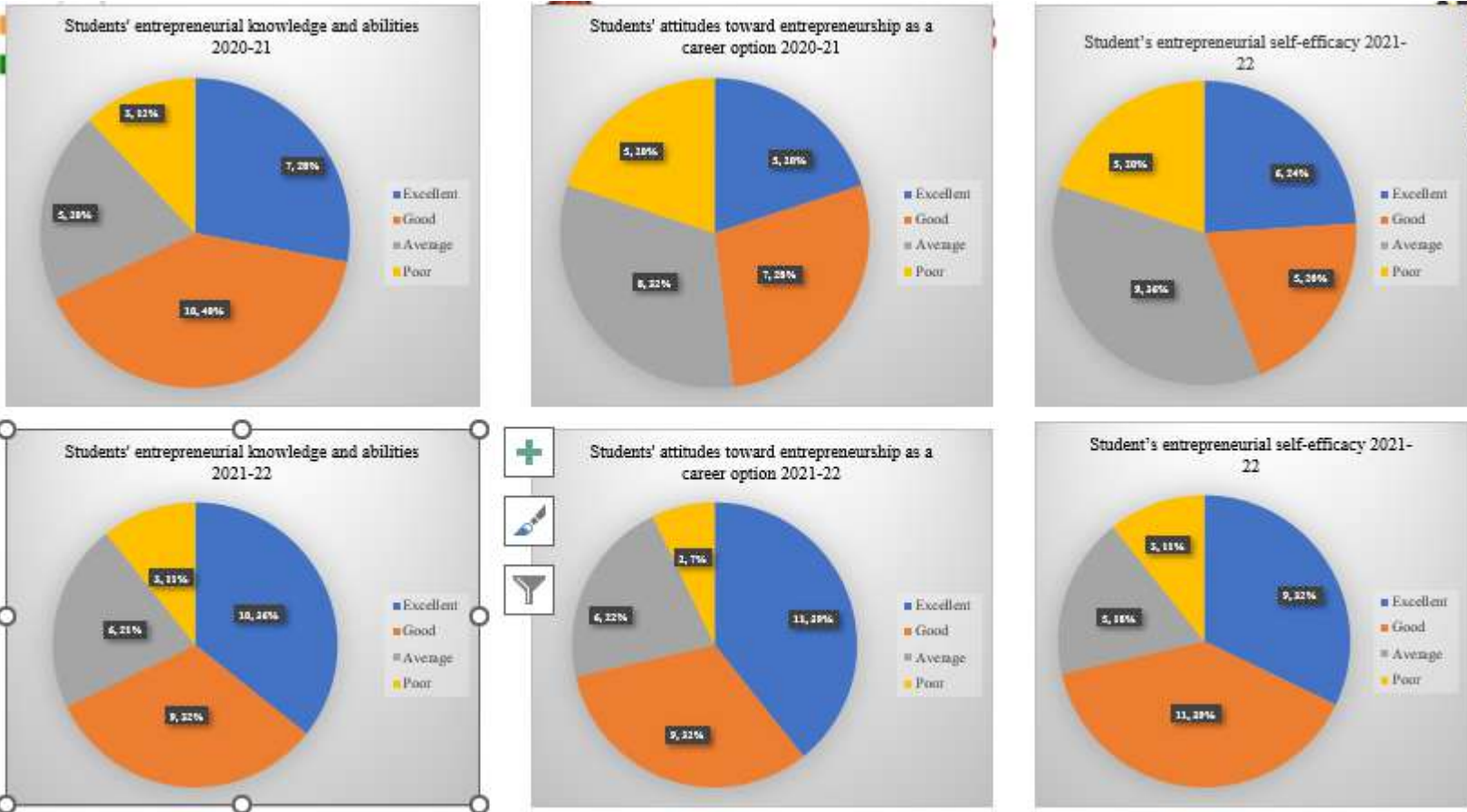


Fig. 3. Survey Results

Thank You