



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

## COURSE CONTENT

| START-UP / MSME / INNOVATION DEVELOPMENT PLAN / SECTOR SPECIFIC REPORT                              |                       |                       |   |   |                   |               |     |       |
|-----------------------------------------------------------------------------------------------------|-----------------------|-----------------------|---|---|-------------------|---------------|-----|-------|
| II Semester: MBA                                                                                    |                       |                       |   |   |                   |               |     |       |
| Course Code                                                                                         | Category              | Hours / Week          |   |   | Credits           | Maximum Marks |     |       |
| CMBE26                                                                                              | Core                  | L                     | T | P | C                 | CIA           | SEE | Total |
|                                                                                                     |                       | -                     | - | 2 | 1                 | 100           | --  | 100   |
| Contact Classes: Nil                                                                                | Tutorial Classes: Nil | Practical Classes: 25 |   |   | Total Classes: 25 |               |     |       |
| Prerequisite: Basic skills of field survey                                                          |                       |                       |   |   |                   |               |     |       |
| SDGs Mapped: SDG 8 (Decent Work & Economic Growth), SDG 9 (Industry, Innovation and Infrastructure) |                       |                       |   |   |                   |               |     |       |

### I. COURSE OVERVIEW:

To provide students with practical exposure to diverse organizational settings—Start-ups, MSMEs, innovation initiatives, or sector-specific domains—enabling them to apply theoretical knowledge to real-world business problems and strategic decision-making.

### II. COURSES OBJECTIVES:

**The students will try to learn:**

- The organizational structures, operations, and business models in start-ups, MSMEs, and larger sectoral contexts.
- The functional areas such as marketing, operations, finance, and HR during internship exposure.
- The challenges faced by organizations and develop practical solutions.
- The problem areas and propose innovative solutions aligned with organizational goals.
- The sectoral trends, policy impacts, and strategic opportunities for growth.

### III. COURSE OUTCOMES:

**At the end of the course students should be able to:**

- Understand start-up operations, founding journey, and business model dynamics.
- Analyze tasks, responsibilities, and entrepreneurial challenges during the internship.
- Examine functional area operations and identify organizational challenges in MSMEs.
- Propose actionable process improvements and efficiency enhancements.
- Develop innovative solutions for identified problems with feasibility and impact assessment.
- Evaluate sector trends, company positioning, and policy/regulatory influences on organizational operations.

#### IV. COURSE CONTENT:

##### Approach to Summer Internship:

###### (a) START-UP:

1. **Company Profile & Founding Journey:** Include the start-up's origin story, vision, founding team, funding stages, and current status (incubator, accelerator, market stage).
2. **Business Model Analysis:** Explain the value proposition, revenue model, customer segments, and go-to-market strategy.
3. **Roles & Responsibilities during Internship:** Detail your tasks, problem-solving contributions, learning outcomes, and exposure to entrepreneurial challenges.
4. **SWOT Analysis & Strategic Recommendations:** Analyze strengths, weaknesses, opportunities, and threats, and suggest future strategies for growth/scalability.

###### (b) MSME (Micro, Small & Medium Enterprise)

1. **MSME Background & Operational Context:** Provide a brief overview of the company, its size (micro/small/medium), industry type, location, and core operations.
2. **Functional Area Observations:** Describe the internship role, specific departmental exposure (HR, Marketing, Operations, etc.), and process understanding.
3. **Challenges Faced by the MSME:** Discuss typical pain points such as resource constraints, market competition, digitization gaps, or financial limitations.
4. **Suggestions for Process Improvement:** Offer actionable recommendations to improve efficiency, customer reach, or financial performance.

###### (c) INNOVATION DEVELOPMENT PLAN

1. **Identification of a Problem Area:** Begin by clearly stating the real-world problem or unmet need identified through observation, research, or stakeholder inputs.
2. **Ideation & Conceptualization:** Outline the innovation idea (product, service, process), how it was developed, and how it addresses the defined problem.
3. **Feasibility & Impact Assessment:** Assess technical feasibility, market potential, cost benefit analysis, and possible risks involved.
4. **Implementation Roadmap:** Provide a plan with milestones, resource requirements, stakeholder involvement, and scalability scope.

###### (d) SECTOR-SPECIFIC REPORT

1. **Industry Overview:** Present a macro-level view of the chosen sector (e.g., BFSI, FMCG, Healthcare, IT, etc.), including size, trends, challenges, and opportunities.
2. **Company-Specific Analysis:** Highlight the organization's position in the sector, its market share, competitors, and key strategic moves.
3. **Internship Learnings & Functional Insights:** Reflect on your experience in a functional area and its alignment with sector trends (e.g., digital banking in BFSI).
4. **Policy or Regulatory Impacts:** Discuss relevant government policies, economic factors, or sector-specific reforms that influence the company's operations.