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NPTEL (<https://swayam.gov.in/explorer?ncCode=NPTEL>) » Entrepreneurship (course)



Course outline

How does an NPTEL online course work? ()

Week 0 ()

Week 1 ()

Week 2 ()

Week 3 ()

Week 4 ()

Week 5 ()

Week 6 ()

Entrepreneurship

This course provides a detailed overview of entrepreneurship as the foundation of business growth and value creation in the national economy. It provides multiple constructs for entrepreneurs to be successful, and pathways for their companies to achieve sustainable growth. Each week/module of the course will cover one specific theme/topic with conceptual perspectives as well as practical examples.

Upon successful completion of the course, the student will gain an expansive and deep appreciation of entrepreneurship, and its pivotal role in the economy. The student or aspiring entrepreneur will be able to approach entrepreneurship with clarity and focus, and an enhanced understanding of the key success factors as well as possible risks and potential mitigation strategies. A practising entrepreneur is likely to be able to navigate the opportunities and challenges of entrepreneurship more effectively with the additional insights available.

INTENDED AUDIENCE : Newly graduating UG and PG students, including MBA students; employed professionals seeking to set up their own enterprises; entrepreneurs and start-up founders seeking additional perspectives.

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Week 7 ()

Week 8 ()

Week 9 ()

Week 10
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Week 11
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Week 12
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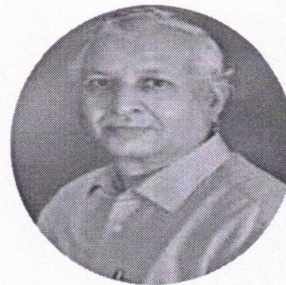
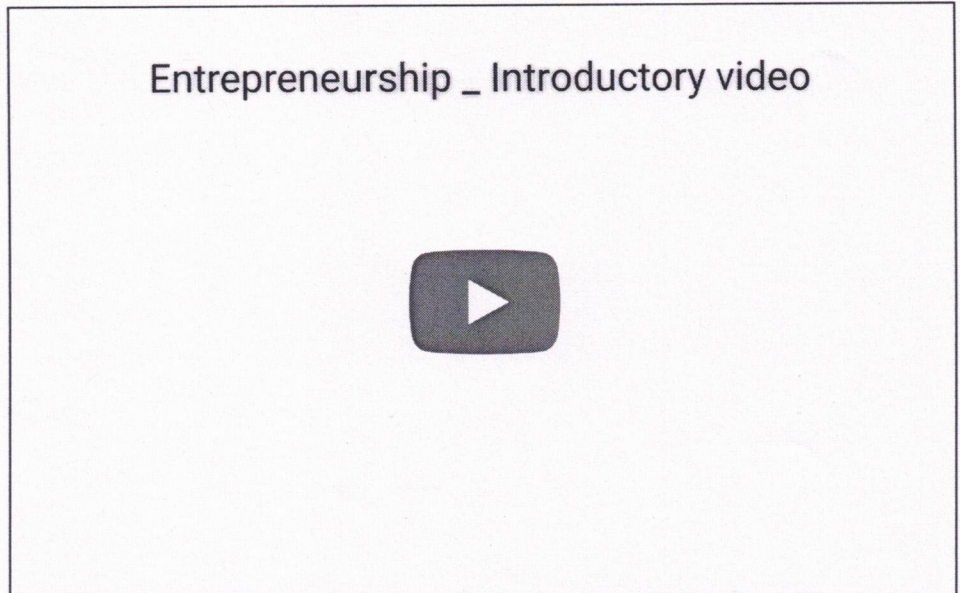
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Books ()

PREREQUISITES : No special pre-requisites except that the participants must be preferably in the Third or Fourth Year of UG.

INDUSTRY SUPPORT : Start-ups may give weightage to this course



Prof. C Bhaktavatsala Rao

IIT Madras

Dr. C. Bhaktavatsala Rao received his Ph.D. Degree in Industrial Management and M. Tech. Degree in Industrial Engineering from the Indian Institute of Technology Madras, Chennai. He received his B.E. Degree in Mechanical Engineering from Sri Venkateswara University, Tirupati.

Dr. C. B. Rao has over forty-four years of diversified experience in strategic and operational leadership of large reputed companies, including global multinational corporations, in India. Dr. Rao is a prolific writer with over one hundred and thirty publications in

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economic and business dailies and refereed journals. He has authored and published seven books under his LeaderCrest banner over the last thirty six months.

Dr. C. B. Rao is currently Dr. Ajit Singhvi Chair Professor in Department of Management Studies at the Indian Institute of Technology Madras, Chennai. Dr. Rao also supports select global and Indian corporations as Senior Advisor.

COURSE TYPE

Core

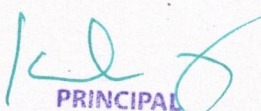
COURSE LEVEL

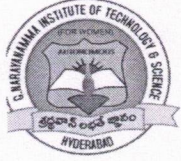
Undergraduate/Postgraduate

COURSE LAYOUT

The course structure and content covers, over a period of 12 weeks, the following 15 modules.

- Module 1:** Entrepreneurial Journey
- Module 2:** Entrepreneurial Discovery
- Module 3:** Ideation and Prototyping
- Module 4:** Testing, Validation and Commercialisation
- Module 5:** Disruption as a Success Driver
- Module 6:** Technological Innovation and Entrepreneurship – 1
- Module 7:** Technological Innovation and Entrepreneurship – 2
- Module 8:** Raising Financial Resources
- Module 9:** Education and Entrepreneurship
- Module 10:** Beyond Founders and Founder-Families
- Module 11:** India as a Start-up Nation
- Module 12:** National Entrepreneurial Culture
- Module 13:** Entrepreneurial Thermodynamics
- Module 14:** Entrepreneurship and Employment
- Module 15:** Start-up Case Studies


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Department of Humanities and Mathematics

2021-22

REPORT

NPTEL on “Entrepreneurship”

Date of program: 26th July to 15th Oct 2021

Resource person: Dr. C. Bhaktavatsala Rao

About the Program: This course provides a detailed overview of entrepreneurship as the foundation of business growth and value creation in the national economy. It provides multiple constructs for entrepreneurs to be successful, and pathways for their companies to achieve sustainable growth. Each week/module of the course will cover one specific theme/topic with conceptual perspectives as well as practical examples.

Smitha Mahindrakar

Smitha M

Signature of the Faculty member

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