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Innovation, Business Models and Entrepreneurship

By Prof. Rajat Agrawal, Prof. Vinay Sharma | IIT Roorkee

Learners enrolled: 8321

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G. Narayanaamma
PRINCIPAL
Technology & Science Institute of
(AUTONOMOUS)
Shilpa Nagar, Hyderabad





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The course titled "**Innovation, Business Models and Entrepreneurship**", is designed to give an in-depth understanding on various aspects of innovation, creativity, evolving business models, incubation and entrepreneurship. The course also includes sessions on blue ocean strategy and technology incubation which are proving as game changer in today's competitive scenario. Course also deals with role of IPR and IP management in innovation management. The course is a blend of theory and practice therefore this course does not require any prerequisite and will be useful to understand innovation and its applications in different spheres of development and growth.

INTENDED AUDIENCE: Students of M.B.A., M.Tech, M.Des., Students interested in Entrepreneurship, Working Professionals who want to use innovation as a strategic tool.

PREREQUISITES: NIL

INDUSTRY SUPPORT: (1) All leading companies in area of R & D, technology and business incubators, start-ups, innovation Management, (2) Course is also suitable to SMEs as some of the modules are designed keeping SMEs needs in mind.

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Course Status : Completed

Course Type : Elective

Duration : 8 weeks

Category : Management Studies

Patents and Intellectual Property Rights

Credit Points : 2

Level : Undergraduate/Postgraduate

Start Date : 23 Aug 2021

End Date : 15 Oct 2021

Enrollment Ends : 30 Aug 2021

Exam Date : 24 Oct 2021 IST

Note: This exam date is subjected to change based on seat availability. You can check final exam date on your hall ticket.

This is an AICTE approved FDP course

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Course layout

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Week 1 : sw ayam i g o v i n . i n e _ d a t a b a s e / N E T E S / B u s i n e s s _ S c e n a r i o , I n n o v a t i o n a n d C r e a t i v i t y - A n I n t r o d u c t i o n , I n n o v a t i o n i n C u r r e n t Environment, Types of Innovation , School of Innovation.

Week 2 : Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship

Week 3 : Experimentation in Innovation Management, Idea Championship, Participation for Innovation, Co-creation for Innovation, Proto typing to Incubation.

Week 4 : What is a Business Model, Who is an Entrepreneur, Social Entrepreneurship, Blue Ocean Strategy-I, Blue Ocean Strategy-II

Week 5 : Marketing of Innovation, Technology Innovation Process, Technological Innovation Management Planning, Technological Innovation Management Strategies, Technology Forecasting.

Week 6 : Sustainability Innovation and Entrepreneurship, Innovation Sustainable Conditions, Innovation: Context and Pattern, SME'S strategic involvement in sustainable development, Exploration of business models for material efficiency services

Week 7 : Management of Innovation, creation of IPR, Management of Innovation, creation of IPR, Types of IPR, Patents and Copyrights, Patents in India

Week 8 : Business Models and value proposition, Business Model Failure: Reasons and Remedies, Incubators : Business Vs Technology, Managing Investor for Innovation , Future markets and Innovation needs for India.

Books and references

1. 8 Steps To Innovation : Going From Jugaad To Excellence- Book by Rishikesh T. Krishnan and Vinay Dabholkar
2. Innovation and Entrepreneurship Book by Peter Drucker
3. HBS-series on Innovation and Entrepreneurship

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Dr. Rajat Agrawal is a Professor at Department of Management Studies, Indian Institute of Technology Roorkee, Roorkee. He is Associate Dean for Innovation and Incubation, IPR Chair Professor of DPILT, Govt of India at IIT Roorkee.

Prof. Rajat Agrawal

IIT Roorkee

He is a Joint faculty member at Center of Excellence for Disaster Mitigation and Management and Associate faculty member at Center of Excellence for Transportation Management, IIT Roorkee. He initiated the process of establishing the Design Innovation Centre at IIT Roorkee and presently Co-PI and Co-coordinator of the Centre. Dr. Rajat was a visiting fellow to Copenhagen Business School, Copenhagen, Denmark. He was awarded ICCR Chair at Indonesia in year 2016-17. His area of interest is Production and Operations Management including Supply Chain Management, Manufacturing Strategy and World Class Manufacturing.

He has guided 19 Ph D thesis in these areas and currently 12 students are working under his guidance. He has completed 12 research/consultancy projects of National and International importance. Three projects worth over Rs2.5 Cr are in progress.

He has more than 120 research papers in refereed journals and more than 25 research papers in refereed conference proceedings. He has authored one book published by Bloomsbury and book chapters in 8 books. He organized First PANIIT International Management Conference in year 2018.

Vinay Sharma is a professor with the Department of Management Studies and a Joint Professor with Department of Design at Indian Institute of Technology (IIT) Roorkee, a 175 Years globally known Institution. He has around 28 years of Experience, in the areas of Marketing, Innovation, Rural Marketing, Business Opportunity Development, Market Development, Brand Development; IT enabled Services; Spiritual Orientation for Market Prosperity Development, Forest Bio residue based Energy and Teaching for past Twenty

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Department of Humanities and Mathematics

2021-22

REPORT

FDP on “Innovation, Business Models and Entrepreneurship”

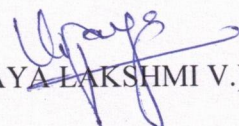
Date of program: **23-08-2021 to 15-10-2021.**

Resource person: Prof. Rajat Agrawal, IIT Roorkee and Prof. Vinay Sharma, IIT Roorkee


About the Program:

FDP on "Innovation, Business Models and Entrepreneurship", has given an in-depth understanding on various aspects of innovation, creativity, evolving business models, incubation and entrepreneurship. The course included sessions on blue ocean strategy and technology incubation which are proving as game changer in today's competitive scenario. The Course also focused on the role of IPR and IP management in innovation management. The course was a blend of theory and practice. It was useful to understand innovation and its applications in different spheres of development and growth.

The Program focused on "Innovation, Business Models and Entrepreneurship", helped me to enhance the knowledge and skills in understanding, teaching, and incorporating Entrepreneurship concepts into the academic programs. The program was helpful in developing effective teaching methods and strategies for teaching the **Entrepreneurship Course**. This will help in more engaging and practical classroom experiences, fostering a better understanding of Entrepreneurship, Business models and IPR among students.


(VIJAYA LAKSHMI V.)

Signature of the Faculty member


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