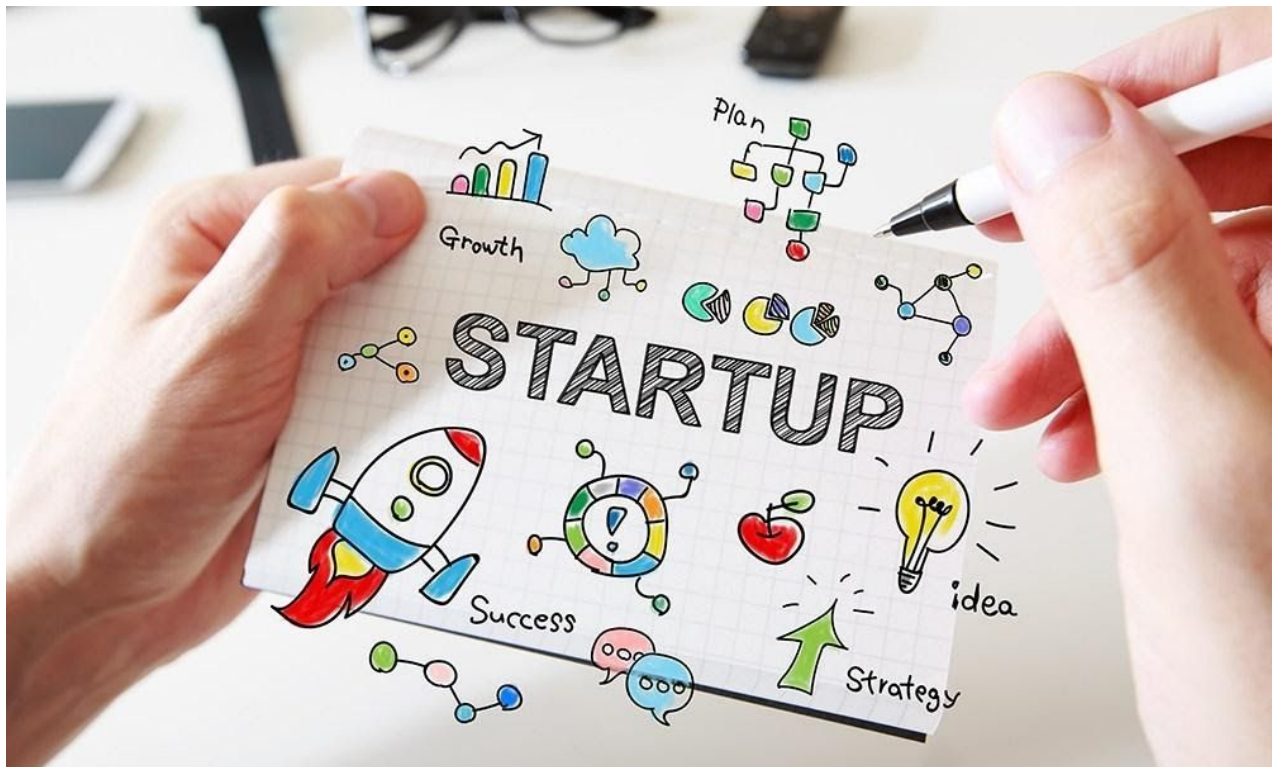


# Creativity, Innovation & Entrepreneurship



Creativity, Innovation and Business Management

Design your Destiny

# *Creativity, Innovation and Entrepreneurship*



## **Introduction:**

It is indeed an exciting time for starting up in India. Approximately about two ventures are born every single day and young generation is keen to be a part of the action. Investors, industry grouping and technology companies say that now is when India must pay attention to startups to keep the entrepreneurship momentum going.

Entrepreneurship and innovation have never been more important - at a time of global disruption, rapid technological change, economic uncertainty and environmental challenges. The global labour market mean it is important our graduates leave the University with a capability to make pro-active, positive and responsible contributions to society.

Provide the participants with tools and frameworks to understand Entrepreneurship and Innovation which will enable a rapid scaling of the entrepreneurship education in India.

It is designed to help the participants to understand the importance of entrepreneurship and innovation in today's global economy and to cultivate an entrepreneurial mind-set. Participants will work in inter-disciplinary, multi- cultural environments exploring problem solving techniques, opportunities identification, business concept development and venture planning using standard business model framework and bringing ideas to reality.

The Workshop will require participants to practice on real life technological and social projects to evaluate their commercialization potential and opportunities.

**Course content:**

- Breakthrough and Emerging Technologies
- Essentials of Entrepreneurship
- Entrepreneurship Building Blocks
- Business Environment
- Lean Start-up - Business Plan and Writing
- Design Thinking
- Marketing, Market Research and Customer Discovery
- Process & Procedures
- Financing Ventures
- Entrepreneurial Teams & Management

**Course Outcomes:**

- Understand Breakthrough technologies and how to leverage them
- Understand the building blocks of Innovation and Entrepreneurship
- Be able to Understand, Plan and Establish an entrepreneurship ecosystem
- Marketing, Market Research and Customer Discovery
- Establishing process and procedures
- Patenting, Commercializing and Management knowledge

**Course Benefits:**

- Awareness on Innovation, Commercialization, Patenting and Entrepreneurship
- Hands on experience on how to launch a startup
- Internship / Industrial exposure
- Working on a project
- Soft Skills and Interpersonal skill training
- Mentoring from experts
- Team building activities