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.

Prof. Bala Ramadurai is an independent innovation consultant and professor. He has 3 patents to his credit and 10+ publications in international research journals. He co-founded TRIZ Innovation India (http://trizindia.org) and is an Adjunct Professor at Symbiosis Institute of Business Management, India. He has a PhD from Arizona State University, USA, and a B.Tech from IIT Madras, India.

Prof. Ashwin Mahalingam joined the faculty in the Building Technology and Construction Management division of the Civil engineering department at IIT-Madras in 2006. Ashwin received his B.Tech in Civil engineering from IIT-Madras and then proceeded to Stanford University for a Masters in Construction Engineering and Management.

COURSE PLAN:

**Week 01**: Introduction to Design Thinking

**Week 02**: Empathize Phase: Customer Journey Mapping

**Week 03**: Analyze Phase: 5-Whys and How might we...

**Week 04**: Phase: Ideation: Free Brainstorming & Make/Test Phase: Prototype