ENTREPRENEURSHIP

TYPE OF COURSE : Rerun | Core | UG | PG
COURSE DURATION : 12 weeks (26 Jul' 21 - 15 Oct' 21)
EXAM DATE : 24 Oct 2021

PRE-REQUISITES : No special pre-requisites except that must preferably in the Third or Fourth Year of UG

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.

INDUSTRIES APPLICABLE TO : Start-ups may give weightage to this course

COURSE OUTLINE :
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 topic with conceptual perspectives as well as practical examples. Upon successful completion of the course, the student will be able to approach entrepreneurship with clarity and focus. A practicing entrepreneur will be able to navigate the opportunities and challenges more effectively with an enhanced understanding of key success factors.

ABOUT INSTRUCTOR :
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 multi-national corporations, in India. Dr. Rao is a prolific writer with over one hundred and thirty publications in 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 PLAN :
Week 1: Entrepreneurial Journey
Week 2: Entrepreneurial Discovery
Week 3: Ideation and Prototyping
Week 4: Testing, Validation and Commercialisation
Week 5: Disruption as a Success Driver
Week 6: Technological Innovation and Entrepreneurship – 1
Week 7: Technological Innovation and Entrepreneurship – 2
Week 8: Raising Financial Resources
Week 9: Education and Entrepreneurship
Week 10: Beyond Founders and Founder-Families
Week 11: India as a Start-up Nation
Week 12: National Entrepreneurial Culture
Week 13: Entrepreneurial Thermodynamics
Week 14: Entrepreneurship and Employment
Week 15: Start-up Case Studies