INNOVATION, BUSINESS MODELS AND ENTREPRENEURSHIP

COURSE OUTLINE:
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.

ABOUT INSTRUCTOR:
Prof. Rajat Agarwal is a member of faculty (Associate Professor) at Department of Management Studies, Indian Institute of Technology Roorkee, Roorkee. He is also associate faculty member at Center of Excellence for Disaster Mitigation and Management and Center of Excellence for Transportation Management, IIT Roorkee. He administers various initiatives of IIT Roorkee in the field of IPR, incubation and entrepreneurship in different capacities. He initiated incubation centre at IIT Roorkee. He is also IPR Chair Coordinator at IIT Roorkee. Dr. Rajat is a visiting fellow to Copenhagen Business School, Copenhagen, Denmark.

Prof. Vinay Sharma has around 25 years of experience in the areas of Marketing, Rural Marketing, International Marketing, Business Opportunity Development, Market Development, Brand Development, IT enabled Services, Spiritual Orientation for Market Prosperity Development and Teaching for past eighteen years. One of his recent PhD projects wherein he guided an IFS officer for developing a forest bioresidue briquetting machine to develop a value chain for household energy generation for the forest users of North-West Himalayan region is in the phase of implementation.

COURSE PLAN:
Week 01: Analyzing the Current Business Scenario, Innovation and Creativity - An Introduction, Innovation in Current Environment, Types of Innovation, School of Innovation.
Week 02: Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent Vs Convergent Thinking, Design Thinking and Entrepreneurship.
Week 03: Experimentation in Innovation Management, Idea Championship, Participation for Innovation, Co-creation for Innovation, Proto typing to Incubation.
Week 04: What is a Business Model, Who is an Entrepreneur, Social Entrepreneurship, Blue Ocean Strategy-I, Blue Ocean Strategy-II.
Week 06: 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 07: Management of Innovation, creation of IPR, Management of Innovation, creation of IPR, Types of IPR, Patents and Copyrights, Patents in India.
Week 08: 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.