COURSE OUTLINE:
The course provides foundational knowledge on various aspects of entrepreneurial venture creation and management during its life-cycle. It has been designed to address multidisciplinary audiences. The objective of the course is to teach key issues faced by entrepreneurs and managers at different stages of the life-cycle of an enterprise and is relevant both for aspiring entrepreneurs and for decision makers in established enterprises. Topics can be classified in some major themes such as: Making a choice to create an entrepreneurial venture, current trend of technology entrepreneurship, how to start a start-up, identifying opportunities, factors driving competitive advantages, organizational structure, basic knowledge of financial statements and project report.

ABOUT INSTRUCTOR:
Manoj K Mondal, Assistant Professor, Rajendra Mishra School of Engineering Entrepreneurship IIT Kharagpur, is a senior financial professional, an academician and an innovator with several patents to his credit. He has received several laurels for his innovations including goldmedal for Best Innovation (2008) awarded jointly by Lockheed Martin, Stanford University, University of Texas at Austin USA and FICCI India, and the best innovation award by Ministry of Chemicals & Fertilizers (2014). Dr. Mondal is presently teaching entrepreneurship at IIT Kharagpur and has been mentoring many aspiring entrepreneurs for more than a decade. He is also an active member of an entrepreneurial venture (nucleodyne.com).

COURSE PLAN:
Week 01: Definition, Innovation and entrepreneurship, Contributions of entrepreneurs to the society, risk-opportunities perspective and mitigation of risks. Corporate entrepreneurship or intrapreneurship.
Week 02: Opportunity Identification, factors determining competitive advantage, Market segment, market structure, blue ocean strategy, Marketing research, Demand-supply analysis
Week 03: Value proposition, Business Model Canvas, Developing an Effective Business Model, Legal forms of business.
Week 04: Design Thinking, Design-Driven Innovation, TRIZ (Theory of Inventive Problem Solving), Zero-based design, Systems thinking, SPRINT Lean product development, Lean entrepreneurship, Lean manufacturing, Go-to-market strategy
Week 05: What is a balance team and why is it important, Recruiting early employees, Writing a business plan, Pitching.
Week 06: Preparing financial statements, analysis of opportunities based on financials, break-even & margin of safety analysis
Week 07: Government incentives for entrepreneurship, Incubation, acceleration, Funding new ventures, Legal aspects of business