

Syllabus

CIEID-103: Management Concept, Entrepreneurship and Innovation

Unit – 1

08 Lectures

Management Concepts – Basics

Definitions and Meaning; Nature of Management - Management as an Art and Science; Steps of Management – Planning, Organizing, Directing and Controlling; Levels of Management; Forms of organization.

Unit – 2

08 Lectures

Business Management Fundamentals

Strategic Management; Strategy formulation; Goal Setting; SMART Concept of Goals; Managerial Decision Making; People Management; Management by Objective.

Unit – 3

08 Lectures

Entrepreneurship & Innovation – Definition, Objective and Features

Key terminology: Entrepreneurship& innovation; Difference between Entrepreneurship and Traditional Businesses; Entrepreneurs and Intrapreneurs; Technological Entrepreneurship: Characteristics and needs of Innovation

Unit – 4

08 Lectures

Entrepreneurial Theories and Entrepreneurial Environment

Theories of Entrepreneurship; Successful Entrepreneurs and their traits; Types of Entrepreneurs; Entrepreneurial Environment- PESTEL and their effects; Business Environment Analysis.

Unit – 5

08 Lectures

Entrepreneurial Development

Business Planning; Mid-career Dilemmas; Entrepreneurial Growth and Competitive Advantage; Changing Role of Entrepreneurs. Entrepreneurship Development Institute; Entrepreneurship development Programs.

Suggested Readings:

1. Fundamental of Management by S P Robbins, MCoulter and D de Cenzo. Pearson.
2. Principles of Management by P C Tripathi and P N Reddy. McGraw Hill.
3. Innovation and Entrepreneurship by Peter F. Drucker (Special Indian Edition). Routledge
4. Entrepreneurship (11th Edn) by R. Hisrich, M. Peters and D. Shepherd. McGraw Hill
5. Entrepreneurship Development by Sangeeta Sharma. Prentice-Hall India.
6. Guide to Start-Ups by Taxmann.
7. Entrepreneurship Development by S.S. Khanka. S. Chand Publishers

CIEID-104: Design Thinking and Human-Centered Design Prototyping

Unit – 1

08 Lectures

Design Thinking – Introduction

Definitions and Meaning; Design Thinking – as an Art and Science; Stages of Design Thinking – Empathise, Define, Ideate, Prototype and Test; Entrepreneurship Design Thinking **Need of Design and Design Thinking** Writing the Problem Statement; Understanding Stakeholders and Users; Personas, Empathy Maps; Current Scenarios to identify pain points; Ideation and Storyboarding; Deriving Goals from Ideas; Future Scenarios and Moments of Max Impact; Prototyping

Unit - 2

08 Lectures

Design Thinking in Start-Up - 5 stages integration

Empathise - Listening to People involved and the End User Problems Realisation; Define - Listing the Problems and the Root Causes; Ideate - Finding the solutions in the most effective manner; Prototype - Making the samples to Launch; Test - Evolve Offerings

Human-Centered Design - Prototyping : Make it Real

Warm-Up Exercise; Activity: Start with an Idea; Activity: Prototype a Product; Discussion: Feedback from Your Team; Activity: Iterate; Discussion: Debrief

Unit - 3

08 Lectures

Human-Centered Design - Prototyping : Build To Think Activity: Plan Your Service Prototype; Activity: Create a Journey Map; Activity: Role Play; Discussion: Feedback from Your Friend; Activity: Iterate and Refine Your Plan; Discussion: Debrief **Unit - 4 08 Lectures Human-Centered Design - Prototyping : Plan For Field Tests** Activity: Prototype a Space; Activity: Plan Your Field Tests; Activity: Sketch It; Activity: Mock It Up; Discussion: Feedback from Your Team; Activity: Iterate and Refine Your Plan; Discussion: Debrief

Unit - 5

08 Lectures

Human-Centered Design - Prototyping: In the Field Activity:

Prototype in Context; Activity: Feedback from Real Users; Activity: Co-Creation; Activity: Iteration on the Fly; Discussion: Debrief; Reflections; Discussion: Moving Forward