

Screen shots of website: NPTEL Swayam – Entrepreneurship (IIT Madras)



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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 theme/topic with conceptual perspectives as well as practical examples.

Upon successful completion of the course, the student will gain an expansive and deep appreciation of entrepreneurship, and its pivotal role in the economy. The student or aspiring entrepreneur will be able to

Summary

Course Status :	Completed
Course Type :	Core
Duration :	12 weeks
Category :	◦ Management Studies
Credit Points :	3
Level :	Undergraduate/Postgraduate
Start Date :	27 Jan 2020
End Date :	17 Apr 2020
Enrollment Ends :	24 Feb 2020
Exam Date :	26 Apr 2020 IST

Note: This exam date is subjected to change based on seat availability. You can check final exam date on your hall ticket.

This is an AICTE approved FDP course

approach entrepreneurship with clarity and focus, and an enhanced understanding of the key success factors as well as possible risks and potential mitigation strategies. A practising entrepreneur is likely to be able to navigate the opportunities and challenges of entrepreneurship more effectively with the additional insights available.

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.

PREREQUISITES : No special pre-requisites except that the participants must be preferably in the Third or Fourth Year of UG.

INDUSTRY SUPPORT : Start-ups may give weightage to this course

Course layout

The course structure and content covers, over a period of 12 weeks, the following 15 modules.

Module 1: Entrepreneurial Journey

Module 2: Entrepreneurial Discovery

Module 3: Ideation and Prototyping

Module 4: Testing, Validation and Commercialisation

Module 5: Disruption as a Success Driver
Module 6: Technological Innovation and Entrepreneurship – 1
Module 7: Technological Innovation and Entrepreneurship – 2
Module 8: Raising Financial Resources
Module 9: Education and Entrepreneurship
Module 10: Beyond Founders and Founder-Families
Module 11: India as a Start-up Nation
Module 12: National Entrepreneurial Culture
Module 13: Entrepreneurial Thermodynamics
Module 14: Entrepreneurship and Employment
Module 15: Start-up Case Studies

Books and references

1. Zero to One: Notes on Startups, or How the Build the Future by Peter Thiel
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3. India as Global Start-up Hub: Mission with Passion by C B Rao
4. Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future by Ashlee Vance
5. Steve Jobs by Walter Isaacson
6. Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker
7. The Innovator's Solution: Creating and Sustaining Successful Growth by Clayton M Christensen

Note: My book "India as Global Start-up Hub" contains an extensive bibliography. I will be happy to provide Top 20 Reference citations as part of course support
