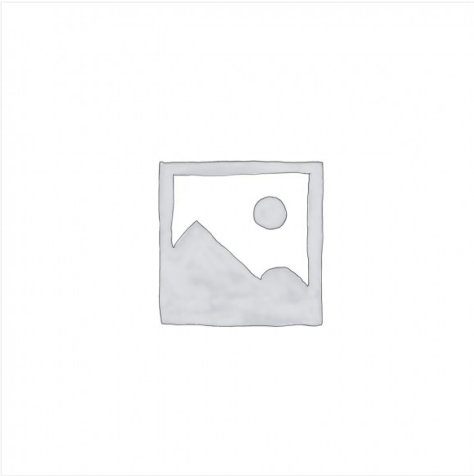


Course list



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Course Details

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





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Prof. Devendra Jalilhal
Chairman
Centre for Continuing Education, IITM


Prof. Andrew Thangaraj
NPTEL Coordinator
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Jan-Apr 2020
(12 week course)

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