

**INVERTIS UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**Department of Management**

18 Jan 2021

**CIRCULAR**

**VALUE ADDED COURSE - INNOVATION AND  
ENTREPRENEURSHIP MANAGEMENT-BB-012**

**BBA IV SEMESTER**


Student of BBA IInd year are hereby informed that value added course "INNOVATION AND ENTREPRENEURSHIP MANAGEMENT" is scheduled from 01 February 2021 in your respective classroom, Academic Block-III.

**Schedule:**

- Time Slot: 03:00 PM to 05:00 PM
- Key Speaker: **Mr. Tarun Gupta**
- Duration: 2 hrs

**Program Overview:**

The objective of this course is to develop idea generation, creative and innovative skills, also understand the role and importance of entrepreneurship for economic development.

  
Rajeev Singh Bhandari  
(HOD)



**Invertis University, Bareilly**  
**Faculty of Management**  
**Session 2020-21**

**INNOVATION AND ENTREPRENEURSHIP MANAGEMENT-BB-012**

**COURSE OUTCOME**

By the end of this course, students will be able to:

- Apply knowledge of Innovation and Entrepreneurship Management
- To develop idea generation, creative and innovative skills
- To understand the role and importance of entrepreneurship for economic development
- To design business plans by considering all dimensions of business

**UNIT I**

Analyzing the Current Business Scenario, Innovation and Creativity. Types of Innovation, School of Innovation. Challenges of Innovation, Steps of Innovation Management,

**UNIT II**

Experimentation in Innovation Management, Idea Championship, Participation for Innovation, Co-creation for Innovation, Prototyping to Incubation. Brainstorming ideas, reverse Brainstorming, out of the box thinking.

**UNIT III**

Marketing of Innovation, Technological Innovation Management Planning, Technological Innovation Management Strategies, Technology Forecasting. Disruptive Innovation and Mind Mapping

**UNIT IV**

Sustainability Innovation and Entrepreneurship, Innovation Sustainable Conditions, Innovation: Context and Pattern, SME'S strategic involvement in sustainable development, Reverse Innovation, Central and State Government schemes to foster entrepreneurship

**UNIT V**

Business Models and value proposition, Why Start-ups Fail: Reasons and Remedies, Role of venture capitalists and angel investors- Incubators: Business Vs Technology, Managing Investor for Innovation,

# INNOVATION AND ENTREPRENEURSHIP MANAGEMENT

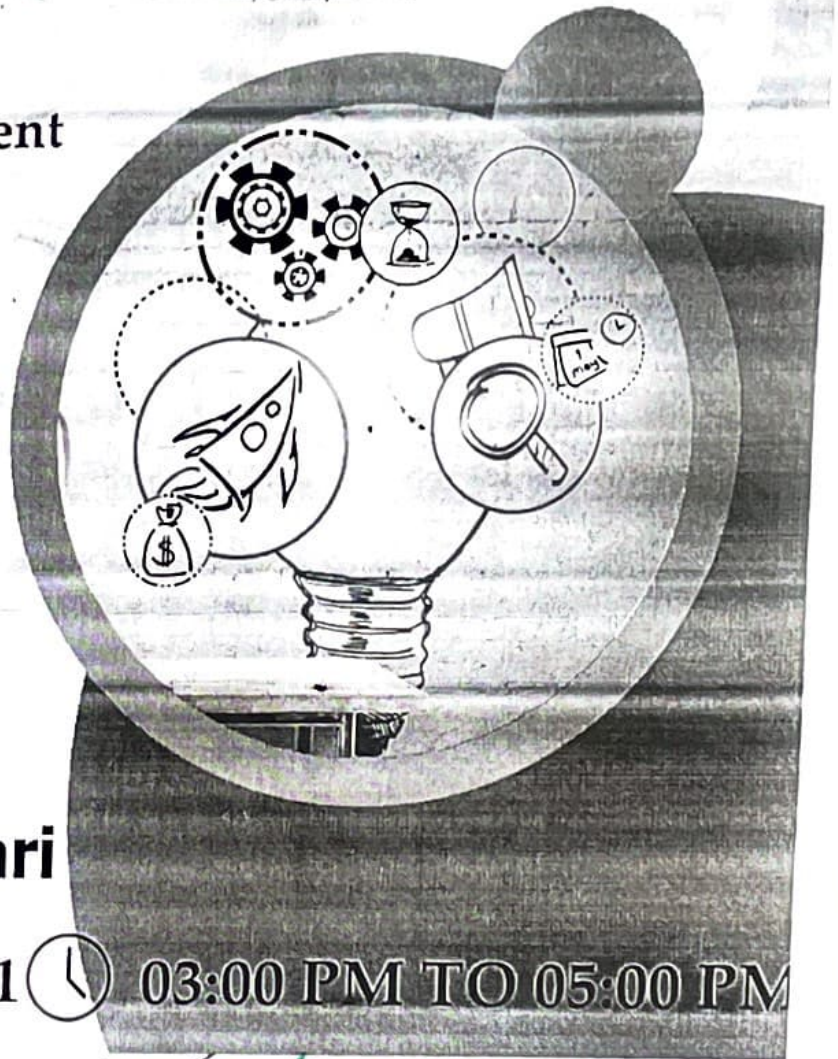
*Organised by:-*  
Department of Management

**Program:- BBA IV**

**Key Speaker:**  
**Mr. Tarun Gupta**

**HOD:**  
**Rajeev Singh Bhandari**

 FEB 01 - MAR 02 2021  03:00 PM TO 05:00 PM

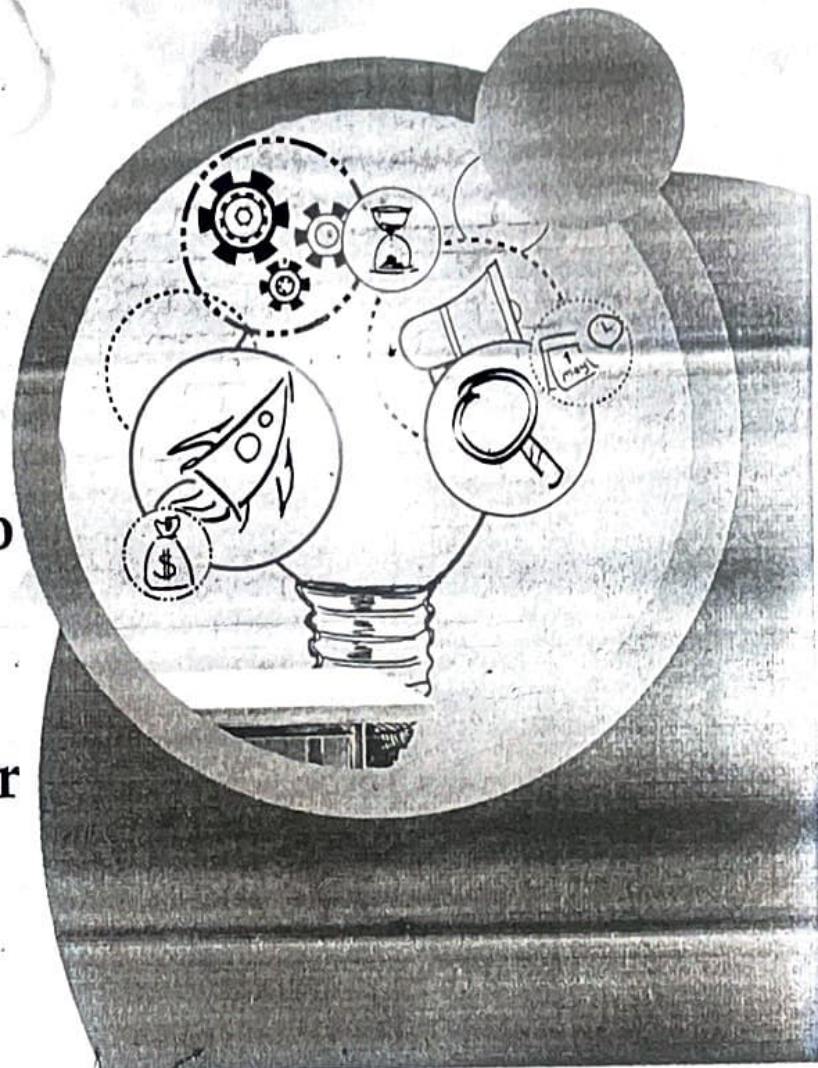


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