

Invertis University, Bareilly
Faculty of Management
Session 2021-22

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, Proto typing 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,


Head
Department of Management (BBA)
Faculty of Management
Invertis University, Bareilly (UP)


Invertis University
Bareilly


Dean Academics
Faculty of Management
Invertis University, Bareilly (UP)

FACULTY OF MANAGEMENT
Department of Management

16 Jan 2022

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 02 February 2022 in your respective classroom, Academic Block-III.

Schedule:

- Time Slot: 03:00 PM to 05:00 PM
- Key Speaker: **Dr. Amit Srivastava**
- 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.



Dean Academics
Faculty of Management
Invertis University, Bareilly (UP)



Registrar
Invertis University
Bareilly



Rajeev Singh Bhandari
(HOD)

Head
Department of Management (BBA)
Faculty of Management
Invertis University, Bareilly (UP)

INNOVATION AND ENTREPRENEURSHIP MANAGEMENT

Organised by:-
Department of Management

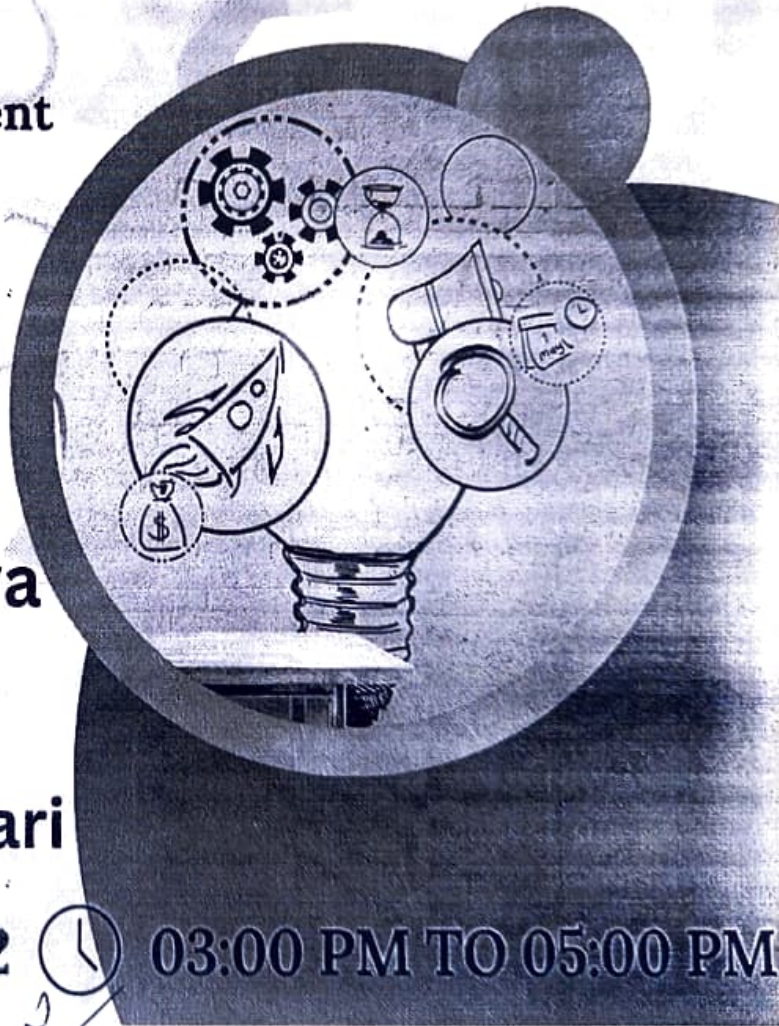
Program:- BBA IV

Key Speaker:
Dr. Amit Srivastava


HOD:
Rajeev Singh Bhandari

FEB 02 - MAR 15 2022

03:00 PM TO 05:00 PM



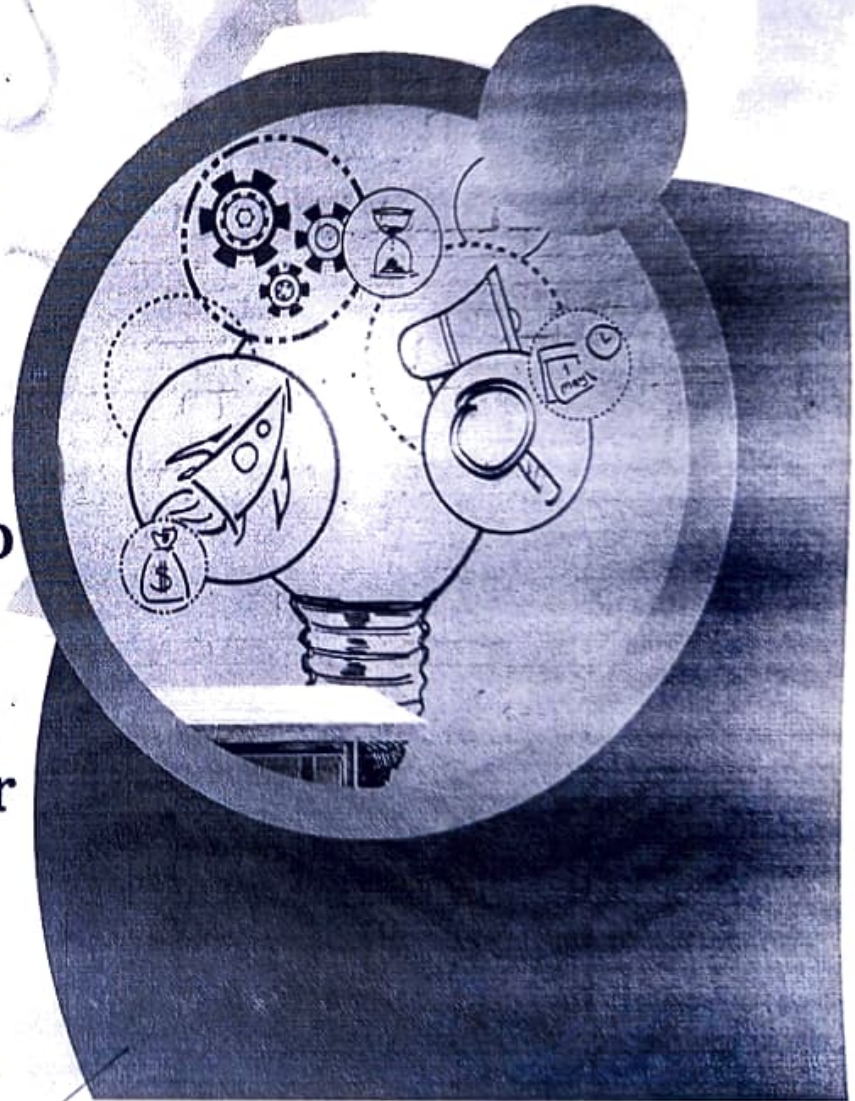

Dean Academics
Faculty of Management
Invertis University, Bareilly (UP)


Head
Department of Management (BBA)
Faculty of Management
Invertis University, Bareilly (UP)


Registrar
Invertis University
Bareilly

INNOVATION AND ENTREPRENEURSHIP MANAGEMENT


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.



Ajmer

Head
Department of Management (BBA)
Faculty of Management
Invertis University, Bareilly (UP)


Invertis University
Bareilly


Jean Academics
Faculty of Management
Invertis University, Bareilly (UP)