



# INNOVATION, BUSINESS MODELS AND ENTREPRENEURSHIP

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**INTENDED AUDIENCE:** Students of M.B.A., M.Tech, M.Des., Students interested in Entrepreneurship, Working Professionals who want to use innovation as a strategic tool.

**INDUSTRY SUPPORT :** (1) All leading companies in area of R & D, technology and business incubators, start-ups, innovation Management, (2) Course is also suitable to SMEs as some of the modules are designed keeping SMEs needs in mind.

### COURSE OUTLINE :

The course titled "**Innovation, Business Models and Entrepreneurship**", is designed to give an in-depth understanding on various aspects of innovation, creativity, evolving business models, incubation and entrepreneurship. The course also includes sessions on blue ocean strategy and technology incubation which are proving as game changer in today's competitive scenario. Course also deals with role of IPR and IP management in innovation management. The course is a blend of theory and practice therefore this course does not require any prerequisite and will be useful to understand innovation and its applications in different spheres of development and growth.

### ABOUT INSTRUCTOR :

Prof. Vinay Sharma is a Professor with the Department of Management Studies and a Joint Professor with Department of Design at Indian Institute of Technology (IIT) Roorkee, a 176 Years globally known Institution. He has around 30 years of Experience, in the areas of Strategic Management, Business Opportunity Development, Market Development, Marketing, Integrated Marketing Communication, Product and Brand Management, Innovation and Design Thinking, Brand Development; IT enabled Services, Spiritual Orientation for Market Prosperity Development, Forest Bio residue-based Energy as a practitioner and Teaching for past Twenty years.

One of his recent PhD projects, wherein he guided an IFS officer for developing a forest bio-residue briquetting machine to develop a value chain for household energy generation for the forest users of North-West-Himalayan region is in the phase of implementation and has been considered as a success story by NMHS (the project funding organization).

His book publications include 'Stop Predicting-Revisit Life: Lessons from COVID-19 and 'Masters Speak on Management Education' in India, published by Bloomsbury India and 'Affordability for the Poor and Profitability for the Provider' wherein he has designed and proposed a specialized model acknowledged at various platforms. He has guided 14 PhDs, and One Post-Doctoral Research and 9 PhDs are being pursued. He has considerable experience of working with various organizations in the fields of Media, Information Technology and Social Development along with having worked with one of the largest read newspapers. Vinay Sharma has been teaching Strategy, Marketing and the allied subjects, at various prestigious institutions. He has contributed an Appendix on Rural Marketing in the 13th edition of Philip Kotler's Principles of Marketing

He was an associate and a member of the founding group of the Network of Asia Pacific Schools and Institutes of Public Administration, and Governance constituted by Asian Development Bank in December 2004. He has published and presented around 105 papers, Chaired sessions at National and International platforms, developed and published 16 case studies based on primary research and has conducted more than 200 workshops, seminars, FDPs and MDPs for CEOs and MDs along with senior executives. He is a member of the Editorial Board of several prestigious journals and is also the member of academic and advisory councils and Board of Management of prestigious institutions and bodies. He has also been a working group member of Ganga River Basin Environment Management Plan, a Pan IIT project.

He has Four courses floating on NPTEL platform, wherein, "Innovation in Marketing and Marketing of Innovation", "Integrated Marketing Communication" and "Product and Brand Management" have been received well and a joint course titled "Innovation, Business Models and Entrepreneurship" has been running for several years with around 50,000 registrations in totality.

Prof. Rajat Agrawal is Professor and Head of the Department, Management Studies, at Indian Institute of Technology Roorkee, Roorkee. Prof. Agrawal is winner of the Ram Kumar award for outstanding Teaching and Research, which is the most prestigious award given in the domain of teaching and research at IIT Roorkee. Prof. Agrawal has worked in various crucial role for building an IP and Entrepreneurship centric ecosystem at IIT Roorkee. Some of which include, Associate Dean of Innovation and Incubation, Coordinator for IPR Cell, Coordinator for DPIIT IPR Chair. He is also Joint Faculty at Department of Design, an associate Faculty at Centre of Excellence for Disaster Mitigation and Management, an associate Faculty for Centre for Transportation Systems at IIT Roorkee. Prof. Agrawal is member of various Expert committees/Think Tank formed by the Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India on issues related to IPR. Prof. Rajat Agrawal has attended various international courses on IPR and allied areas, which include Training Course for IP Trainers by Japan patent Office at Tokyo, Danida Fellowship Centre (DFC) Scholarship Programme on Innovation and Commercialization of Intellectual Property Rights in Denmark.

Prof. Agrawal is a visiting fellow to Copenhagen Business School, Copenhagen, Denmark. His area of interest is innovation and IPR Production and Operations Management including Supply Chain Management, Manufacturing Strategy and World Class Manufacturing.

He has guided twenty-five Ph.D. thesis in these areas. Currently, ten students are working under him for Ph.D. thesis. He has more than 150 research papers in refereed journals and refereed conference proceedings. He has developed more than 20 case studies on various aspects of supply chain management, organizational development, natural resource management, social entrepreneurship, and value co-creation. He has developed more than 15 Programmes for All India Radio on various subjects of rural development and technical, management education.

He has completed 12 research and consultancy projects. He was also involved in some of the international projects funded by Danish Innovation Council and European Union. He has more than 400 hours of corporate training experience with organizations like BHEL, THDC India Ltd., Power Finance Corporation Ltd., Syndicate Bank, Everest Industries, and Rockman Industries etc. He is reviewer of various national/ international journals. He is a member of Academy of Management, USA; All India Management Association, New Delhi and ISOL, New Delhi. He has contributed chapters in seven different books published by IGNOU, Delhi, NIOS, Delhi, IGI Global, and Springer. He has co-authored a book titled "Masters Speak: Management Education in India" published by Bloomsbury India Publications.

He received Best Teacher Dainik Bhaskar National Education Leadership Awards-2013. He received Noel Deere Gold Medal for paper in management stream in 71st and 72nd annual convention of STAI, consecutively. One of his paper was considered one of the best articles of the Year 2014 by Business Standard. He was also awarded ISOL Research Award 2015 at 5th International conference at Chicago USA. He was also awarded ICCR chair professorship at Indonesia.

## **COURSE PLAN :**

**Week 1 :** Analyzing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation , School of Innovation.

**Week 2 :** Challenges of Innovation,Steps of Innovation Management,Idea Management System,Divergent V/s Convergent Thinking,Design Thinking and Entrepreneurship

**Week 3 :** Experimentation in Innovation Management, Idea Championship,Participation for Innovation, Co-creation for Innovation, Proto typing to Incubation.

**Week 4 :** What is a Business Model,Who is an Entrepreneur,Social Entrepreneurship,Blue Ocean Strategy-I,Blue Ocean Strategy-II

**Week 5 :** Marketing of Innovation, Technology Innovation Process, Technological Innovation Management Planning, Technological Innovation Management Strategies, Technology Forecasting.

**Week 6 :** Sustainability Innovation and Entrepreneurship,Innovation Sustainable Conditions,Innovation: Context and Pattern,SME'S strategic involvement in sustainable development,Exploration of business models for material efficiency services

**Week 7 :** Management of Innovation, creation of IPR ,Management of Innovation, creation of IPR,Types of IPR,Patents and Copyrights, Patents in India

**Week 8 :** Business Models and value proposition, Business Model Failure: Reasons and Remedies, Incubators : Business Vs Technology, Managing Investor for Innovation , Future markets and Innovation needs for India.