

Entrepreneurship & Management functions (MAN301T)

Session 1

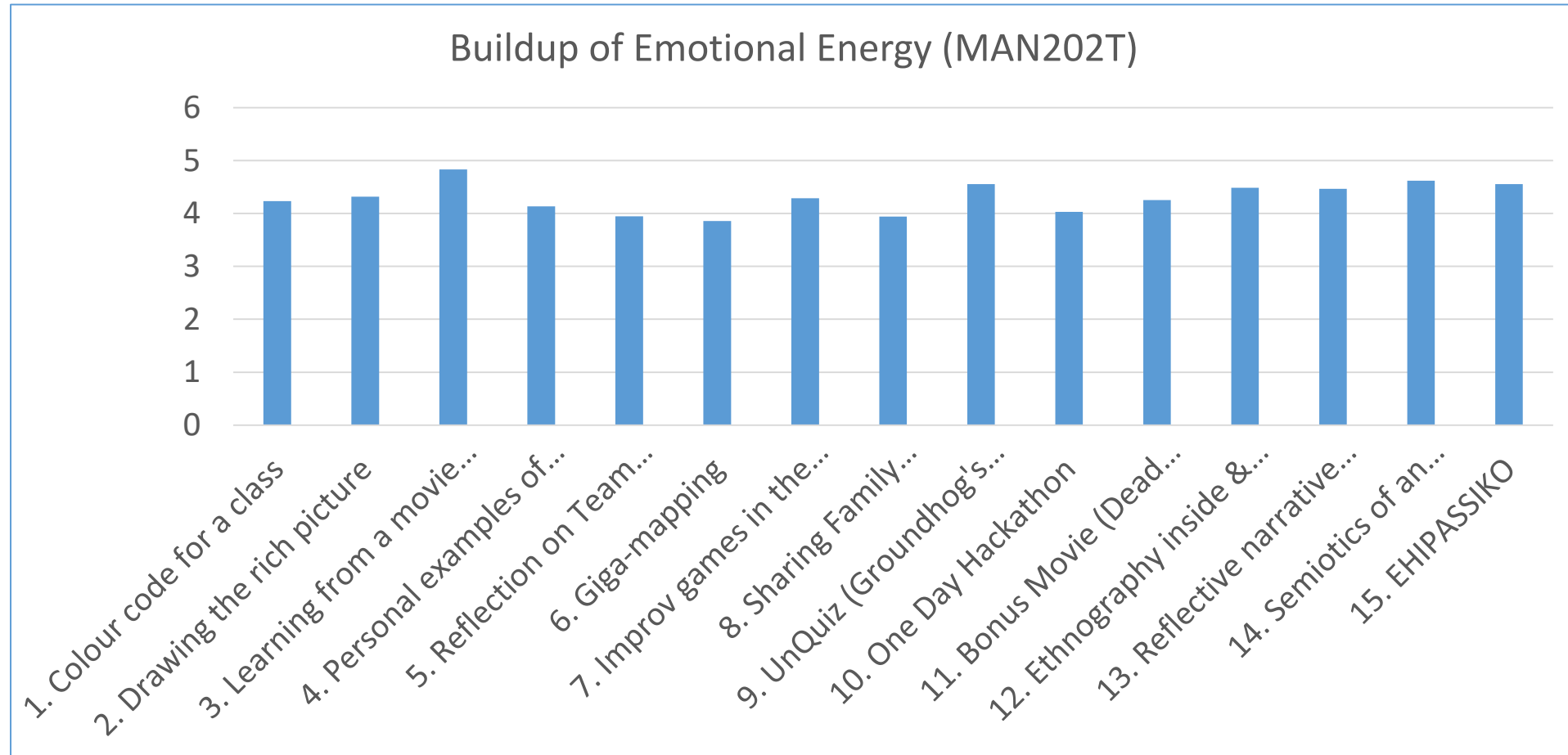
<https://sites.google.com/a/iiitdm.ac.in/sudhirvs/courses/entrepreneurship-management>



INDIAN INSTITUTE OF INFORMATION TECHNOLOGY,
DESIGN AND MANUFACTURING,
KANCHEEPURAM

- Sudhir Varadarajan, Ph.D.
- Dean (Design, Innovation & Incubation)

Current state of emotional energy?



Any change in the way you observe and curiosity to know?

- Examples from everyday... (source: internet)
- USB, Tooth Paste, Brush, Jeans, Pen, Coat hanger, Coke Can, Shirts

Introductory Session

Why this course?

Learning Objectives & Course Structure

Entrepreneurs, Managers and Businesses

Key attributes for Engineer 2020 & beyond

Analytical Skills

Practical
Ingenuity

Creativity

Communication
& Teamwork

Business,
Management,
Leadership

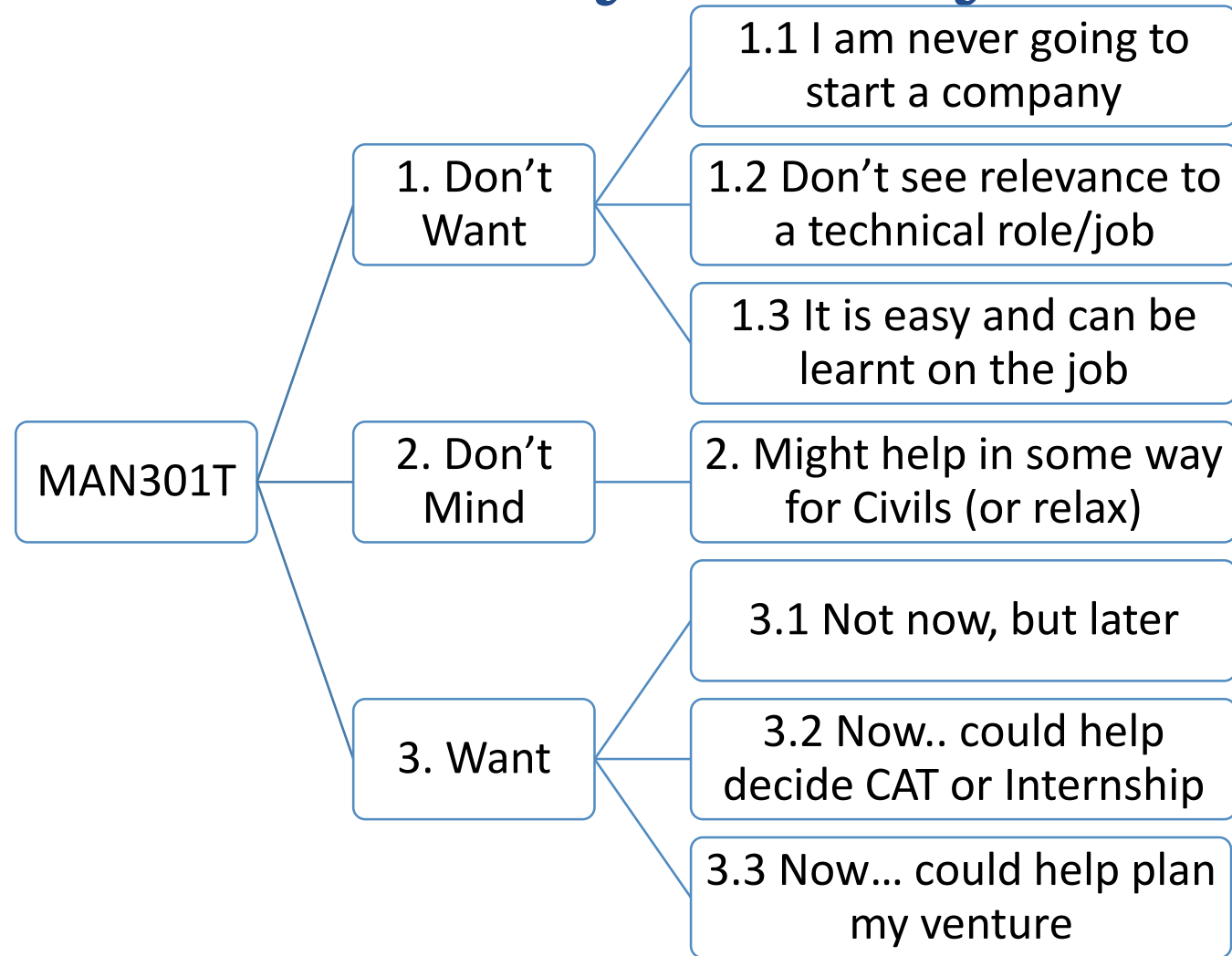
Ethics &
Professionalism

Agility,
Resilience,
Flexibility

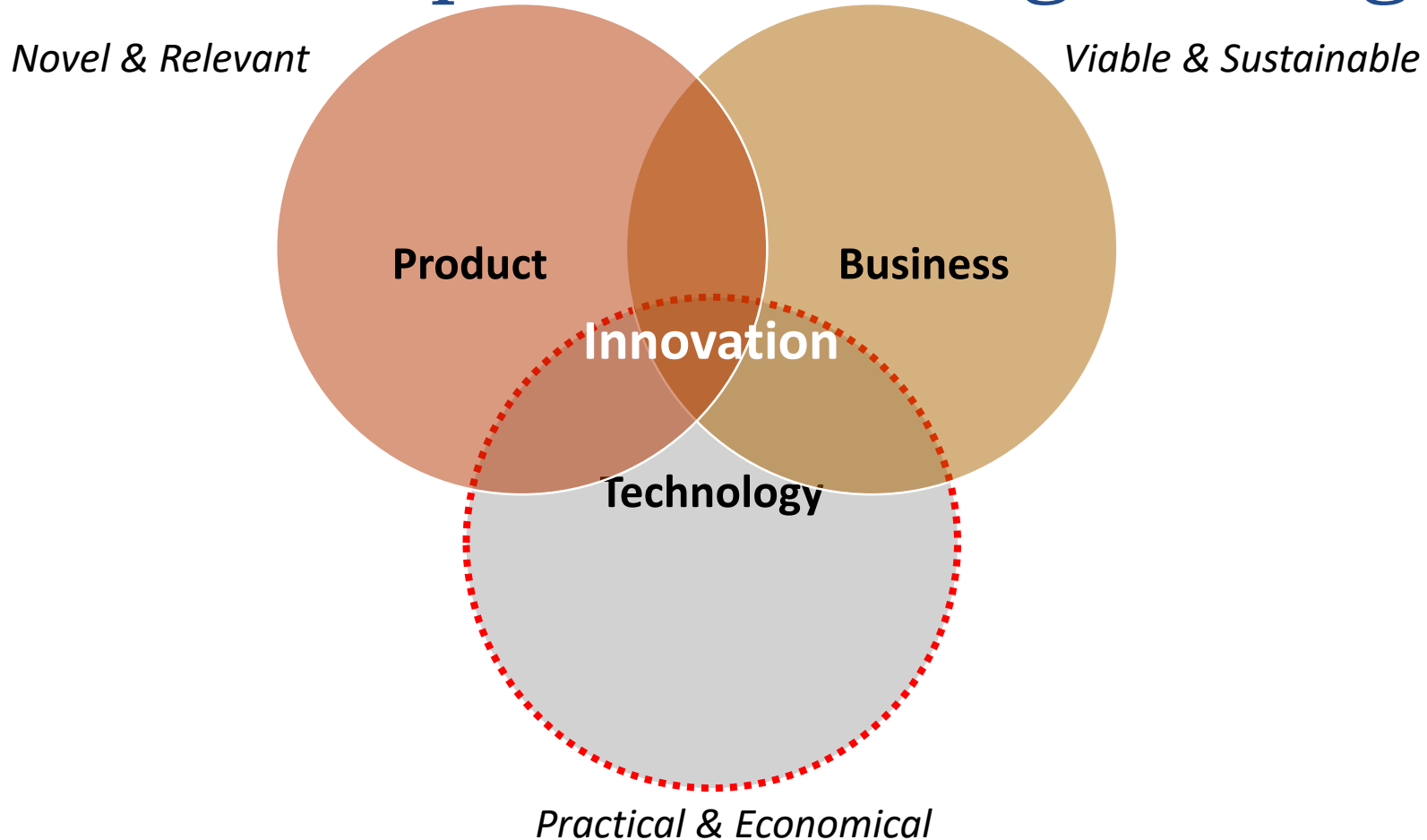
Lifelong
Learning

(Source: NAE, USA)

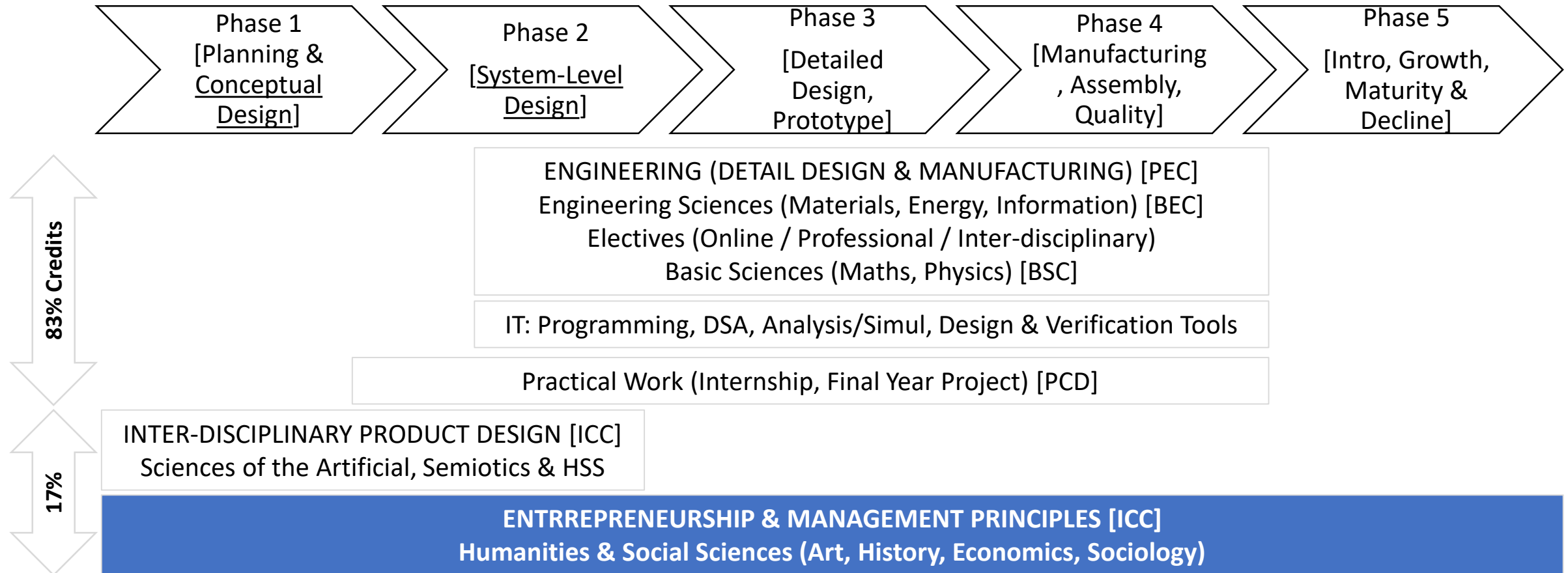
Why E&M course? Why so early?



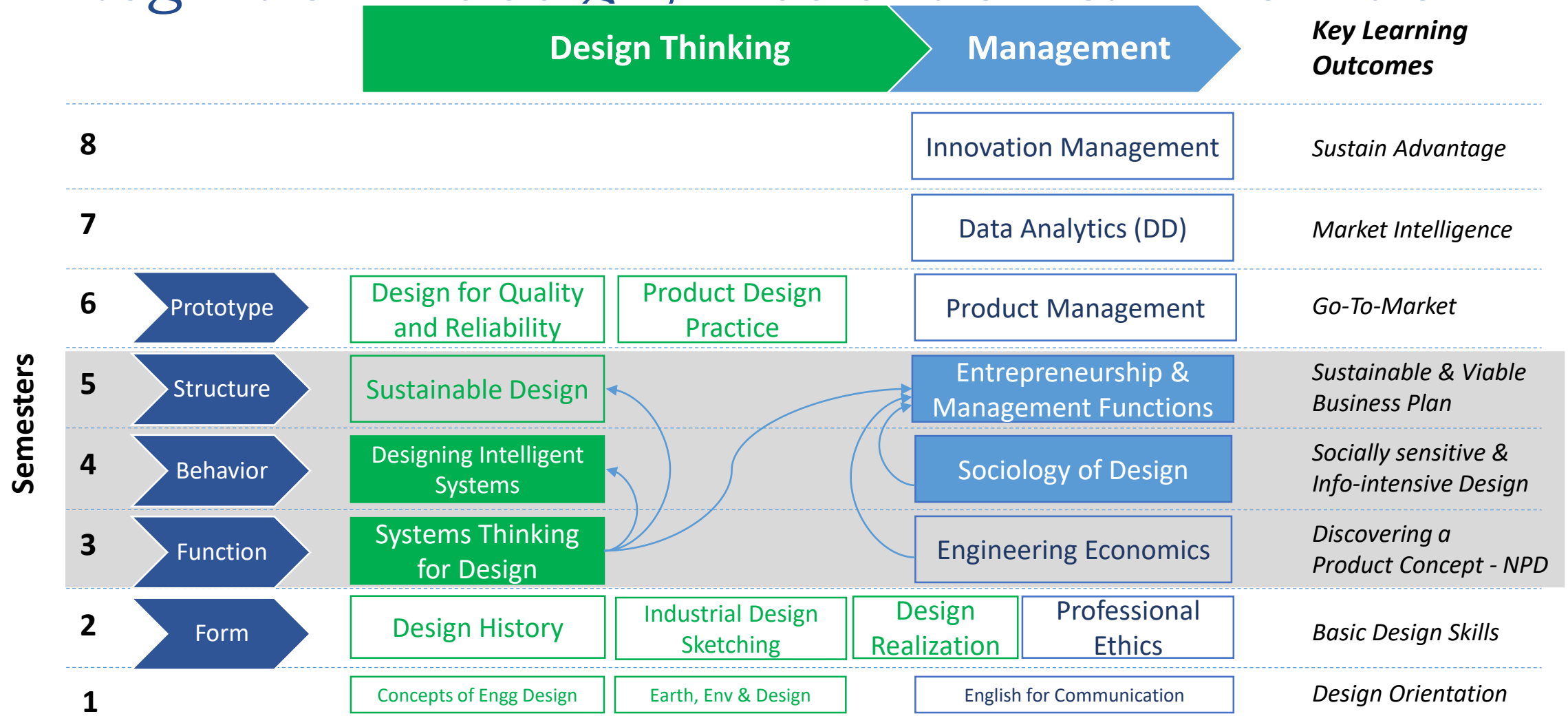
Intent of the Inter-disciplinary Design and Entrepreneurship Oriented Engineering



Entrepreneurship & Management exposes an engineer to the wider ecosystem of a tech/product



Curriculum designed to promote vertical integration – design, incubation & innovation



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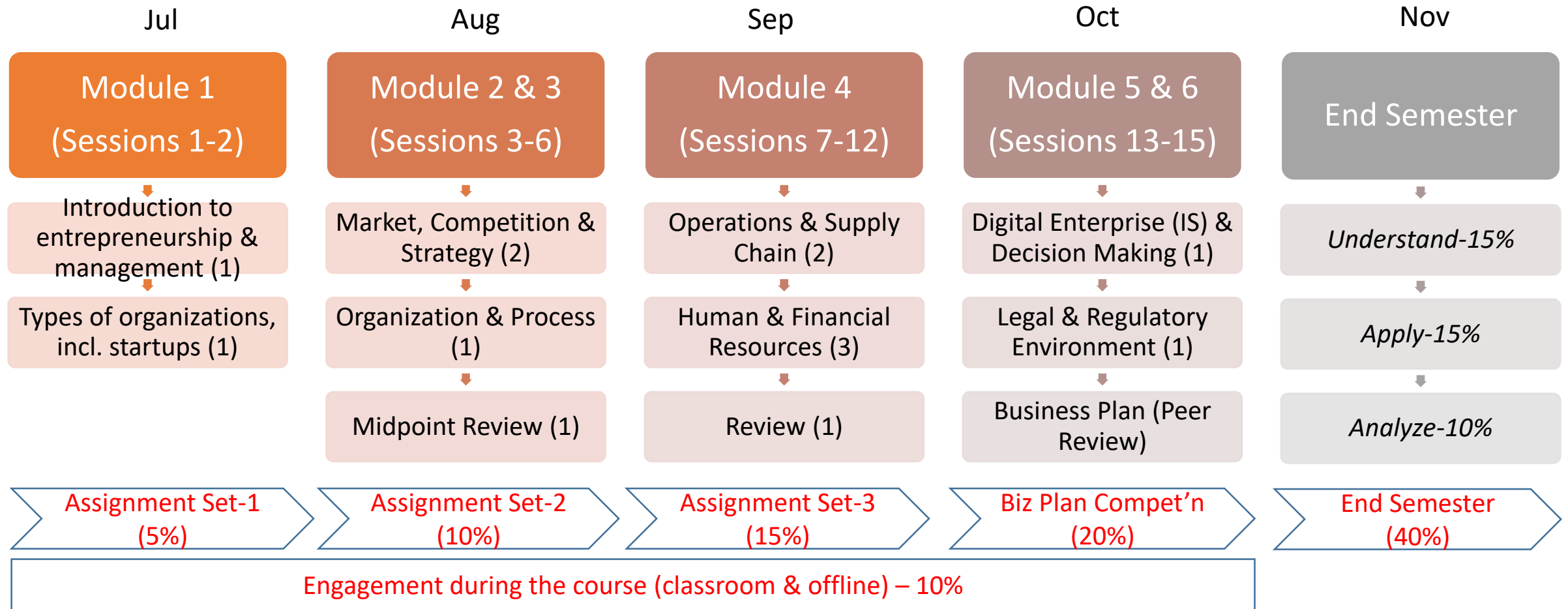
Entrepreneurs, Managers and Businesses

Learning Objectives and Outcomes

- The objective of this course is to provide engineering students an introduction to the basic concepts of business, entrepreneurship and management, with a specific focus on the process of turning an idea into a commercially viable business
- At the end of the course the students will be able to
 - Understand the importance of entrepreneurship and management in value creation
 - Understand market, competition and develop a business plan for a new product
 - Understand the process of starting a business and mobilizing resources
- In the previous courses we attempted to develop a new product concept. In this course we will understand how this product can create economic value



Session & Assessment Plan



Rules of Engagement

- Prepare and come to the class for discussion
 - Videos, course website (presentation and reading material)
 - Bring A4 sheets (4-5) for classroom work
- Work on industries and companies of interest (related to your product or where you might want to get a job)
 - Startups, SMEs, Global/Large Corporates, Universities in that industry
- Document individual and group contributions
 - To be submitted and maintained in Google Docs, Google Keep
 - Extensive use of Speech recognition
- Course engagement includes individual and group participation
 - Attendance (2 hr session), classroom discussion, FAQs, Timely submission

Key References

1. University of Delhi (2014), Foundation course: Business, Entrepreneurship and Management, Pearson, Delhi (Library / Purchase)
2. Peter Drucker (1999), Management: Revised Edition, Harper Collins (e-book in portal)
3. Michael Porter (1985), Competitive Advantage: Creating and sustaining superior performance, The Free Press (e-book in portal)
4. Keely L. Croxton, Sebastián J. García-Dastugue, Douglas M. Lambert and Dale S. Rogers, The Supply Chain Management Processes, The International Journal of Logistics Management (portal)
5. KSV Menon and Garima Malik (2016), Funding options for startups: A conceptual framework and practical guide, NotionPress (Library)

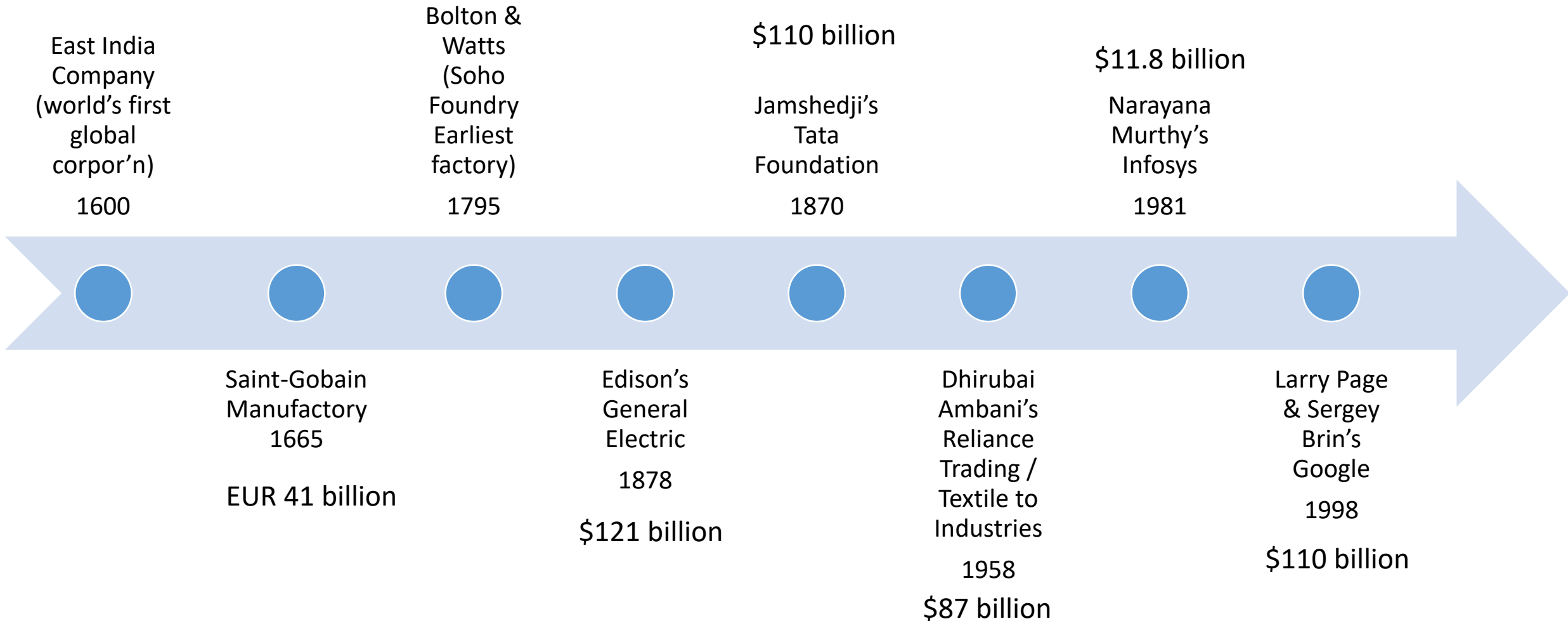
Introductory Session

Why this course?

Learning Objectives & Course Structure

Entrepreneurs, Managers and Businesses

Let us discuss about some entrepreneurs, managers and businesses



Click on a branch below to begin

Leadership Light Energy Transportation Aviation Healthcare Capital Appliances Broadcast

Click on a branch below to begin

Leadership

Light

Energy

Transportation

Aviation

Healthcare

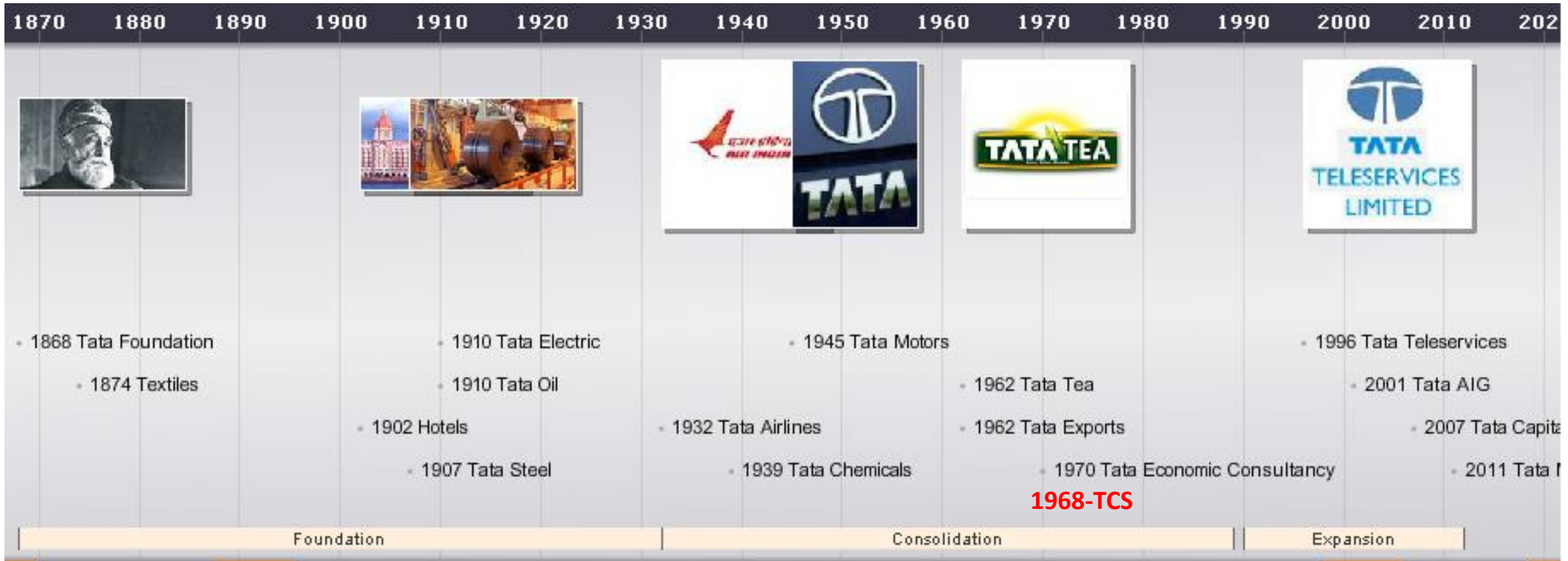
Capital

Appliances

Broadcast

Today

1878/92



Google!
1998 logo

Google Inc.
founded by
Larry Page
and Sergey Brin



Launches Google Images

Becomes the world's
largest search engine.
Google Toolbar is
introduced enabling
Google search in
most browsers



Google Appliance
is introduced
for businesses



GoogleEarth
Google Maps
Google Talk
Google Video
Google Book search



Google Chrome
OS for netbooks
announced



Google
Nexus One
Smart phone
launched



Announce plans
to acquire
Motorola Mobility



Google Balloons
are launched
to beam the
internet

Waze
acquired



Aquires
Blogger



Google Desktop
Search



Aquires
Picasa



Gmail
introduced



Google
Sketchup 6



Google Chrome
web browser
launched



Aquires
YouTube



Aquires
Android

Aquires
Adscape

Aquires
Trendalyzer

Aquires
DoubleClick

Aquires
Slide

Google Nexus 7
Tablet launched

Google Glass
Unveiled



Play Store
Launched

1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013

Google

Things to find out before next class

Find out about businesses
relating to your product

