Innovation and Entrepreneurship:Lecture 14

Course Instructor:
Dr Bishwajeet Pandey

Syllabus

Course Content:

Unit I: Introduction to Entrepreneurship: Entrepreneurs; entrepreneurial personality and intentions - characteristics, traits and behavioral; entrepreneurial challenges.

Unit II: Entrepreneurial Opportunities: Opportunities. Discovery/ creation, Pattern identification and recognition for venture creation: prototype and exemplar model, reverse engineering.

Unit III: Entrepreneurial Process and Decision Making: Entrepreneurial ecosystem, Ideation, development and exploitation of opportunities; Negotiation, decision making process and approaches, Effectuation and Causation.

Unit IV: Crafting business models and Lean Start-ups: Introduction to business models; Creating value propositions-conventional industry logic, value innovation logic; customer focused innovation; building and analyzing business models; Business model canvas, Introduction to lean startups, Business Pitching.

Unit V: Organizing Business and Entrepreneurial Finance: Forms of business organizations; organizational structures; Evolution of Organisation, sources and selection of venture finance options and its managerial implications. Policy Initiatives and focus; role of institutions in promoting entrepreneurship.

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OUTLINE: 20 Business Ideas of Lecture 10

1. RELATIONSHIP ADVICE
2. FAMILY TOPICS
3. HOMECARE
4. GARDENING
5. PERSONAL FINANCE
6. FOREX TRADING
7. STUDENT LOAN INFORMATION
8. MORTGAGE INFORMATION
9. CREDIT INFORMATION
10. INSURANCE INFORMATION

1. REAL ESTATE INFORMATION
2. AUTOMOBILES
3. CELEBRITY NEWS
4. ENTERTAINMENT INFORMATION
5. SPORTS NEWS
6. ONLINE GAMES
7. POLITICAL UPDATES
8. VIRAL VIDEOS
9. TRAVEL
10. PHOTOGRAPHY TIPS

Lecture 11

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WELCOME TO
TOSHIBA FUCHU COMPLEX
Shabeer Ahmad
Research Scientist
E-mail : shabeer.ahmad@gssi.it
Affiliation: Gran Sasso Science Institute Italy
Foreign Expert Lecture Series
Lecture Topic : Cyber Physical System
B.Eng. in ICT and Electronics engineering and M.S in Information & Control engineering (with Gold Medal) at University of L'Aquila, L'Aquila Italy.
First foreigner (Asian) to graduate with a gold-medal from an Italian university. *
In 2016, Join in Shibaura institute of Technology Tokyo.
Control-systems Engineer in one of the best Japanese Multinational TOSHIBA CORPORATION Tokyo
In 2018, got the Young Scientist Award at Aalborg University, Denmark
Research Areas: Linear and Nonlinear control systems, Cyber-security *
Time :
11.30 - 12.30 (Indian Time)
8.00 - 9.00 (Central European Time)
Date : 5th September 2020

OUTLINE: 10 Business Ideas of Lecture 12

1. Stock Images
2. Blogging Tips
3. Social Media News
4. Search Engine Optimization
5. Web Design
6. Graphic Design
7. Domain and Hosting Information
8. Money Making Tips
9. Money Saving Tips
10. Business Tips

Lecture 13

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WELCOME TO
TOSHIBA FUCHU COMPLEX
Shabeer Ahmad
Research Scientist
E-mail : shabeer.ahmad@gssi.it
Affiliation: Gran Sasso Science Institute Italy
Foreign Expert Lecture Series
Lecture Topic : Cyber Physical System
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Research Areas: Linear and Nonlinear control systems, Cyber-security *
Time :
11.30 - 12.30 (Indian Time)
8.00 - 9.00 (Central European Time)
Date : 9th September 2020

OUTLINE: 10 Business Ideas of Lecture 14

1. Marketing Tips
2. Advertising News
3. Cybersecurity
4. Farming and Agriculture
5. Education News
6. Charitable Information
7. Traffic Updates
8. Local Business Listings
9. Law and Lawyer Information
10. Breaking News

Marketing Tips

- More specifically, you can offer marketing tips and valuable information on various marketing methods.

Advertising News

- Advertising is another B2B topic that can be profitable for AdSense websites.

- You can provide tips or share examples that advertisers can look to for inspiration.

Cybersecurity

- Cybersecurity has become a major issue for both consumers and businesses.

- So you can help those looking for information and earn some AdSense revenue by starting a website on the topic.

Farming and Agriculture

- Farming is another profitable AdSense topic.

- So if you’re knowledgeable about farming and agriculture techniques, you can make a business out of sharing your expertise online.

Education News

- Things like online classes and information about various colleges get a lot of search traffic.

- So websites that offer information in those areas can earn a lot of AdSense revenue.

Charitable Information

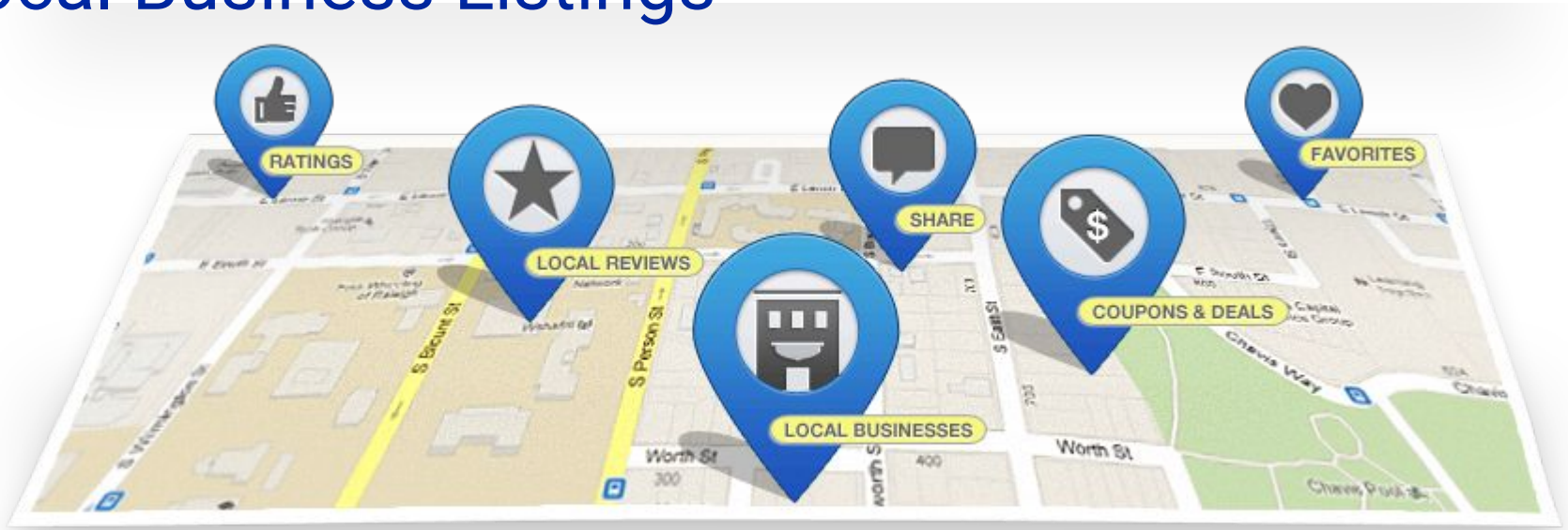
- There's also a lot of popular keywords related to charitable giving, specifically donating cars or other large items.

- So you could set up a website where you can point people looking to donate those items in the right direction.

Traffic Updates

- Though this would take a lot of updating, people are always looking for updates on traffic in their area.
- So you could start a site dedicated to providing those updates in real time.

Local Business Listings



- You could also start a website where you list local businesses in different niches, ranging from restaurants and stores to service providers like plumbers and electricians.

Law and Lawyer Information

- Specifically, information about lawyers and lawsuit information can generate a lot of search traffic and be very profitable for AdSense sites.

Breaking News

- And of course, so many people turn to websites now for breaking news updates.
- So you could start a blog or online publication dedicated to sharing the latest breaking stories.

Lecture 15

Dr. Lubna Luxmi Dhirani

Email: l_chowdhry@hotmail.com

PhD Cloud Computing
Post Doctoral researcher in Data and Network Security

LECTURE TOPIC:

1. Cloud Technologies
2. Pursuing a career in Ireland

FOREIGN LECTURE SERIES
@ Birla Institute of Applied Sciences Bhimtal, India

FOR REVIEWING CLOUD BASED RESEARCH AREAS CONTACT HER VIA EMAIL

Timing :
3.30 PM Indian Time
11.00 AM Irish Time
Date12-09-2020