

Innovation and Entrepreneurship: Lecture 9

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.



OUTLINE

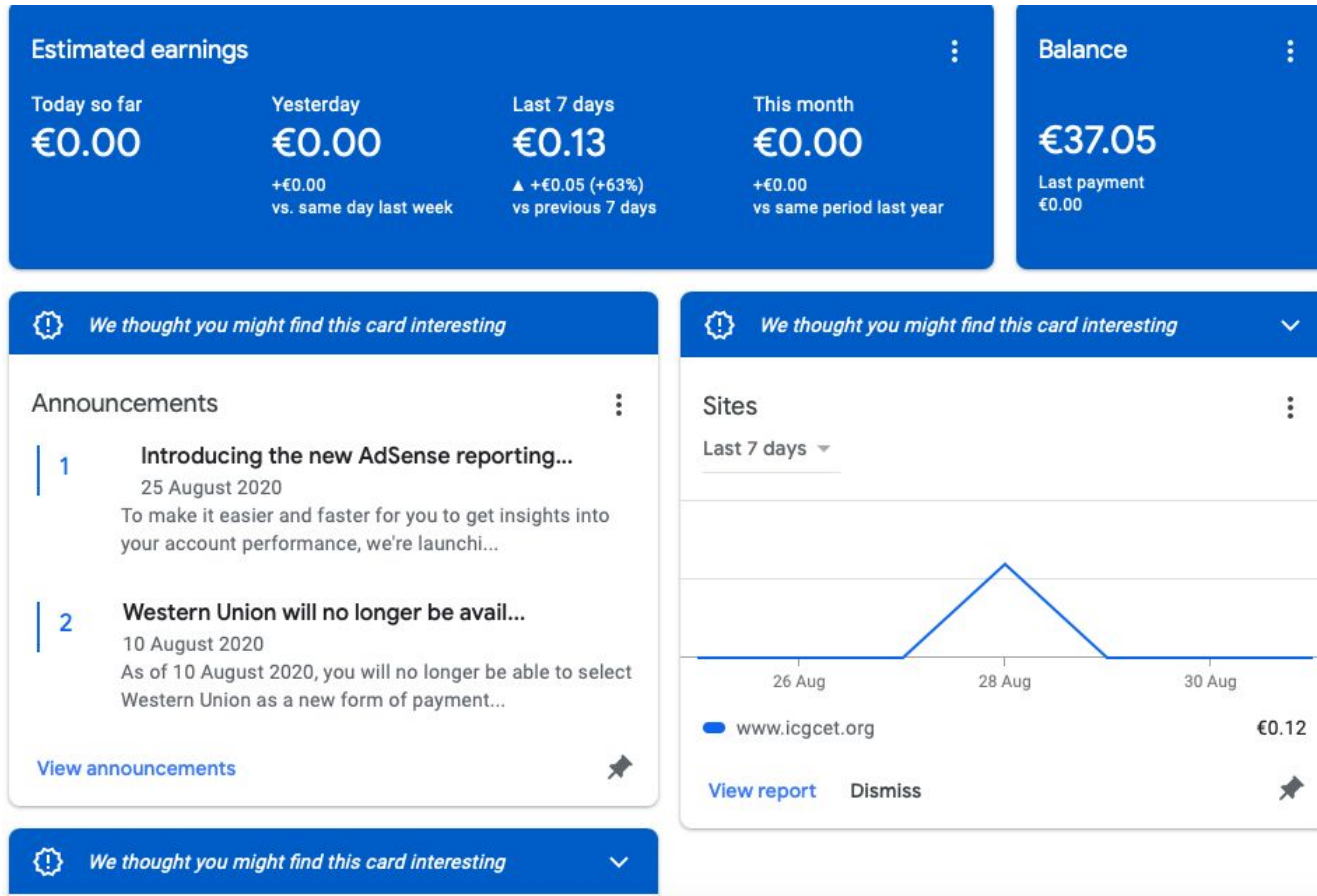
- What is Adsense?
- My Experience with Adsense
- Discuss 10 Business Ideas for you
 - Make Website on your favourite Ideas
 - Put Advertise from Adsense on our website
 - Start Earning

Google AdSense

- **Google AdSense** is a program run by [Google](#) through which website publishers in the Google Network of content sites serve text, images, video, or interactive media advertisements that are targeted to the site content and audience.
- These advertisements are administered, sorted, and maintained by Google. They can generate revenue on either a [per-click](#) or [per-impression](#) basis.



My Experience with Google AdSense



My Experience with Google AdSense

The screenshot shows the Google AdSense interface in a Safari browser window. The browser's address bar shows 'google.com'. The AdSense page title is 'Sites'. On the left, there is a navigation menu with options: Home, Ads, Sites (highlighted), Blocking controls, Reports, Optimisation, Payments, Account, and Feedback. The main content area displays a notification about the California Consumer Privacy Act (CCPA) and a prompt to 'Create an ads.txt file for 1 site'. Below this, it explains that downloading and uploading an ads.txt file to the root level domain of each site is required to prevent revenue impact. It lists 'icgcet.org' as a site needing this file and provides a 'DOWNLOAD' link. At the bottom, there is a table of sites being monetized:

Sites	
gyancity.com	Ready ⓘ
icgcet.org	Ready ⓘ

The bottom of the screen shows the macOS dock with various application icons.

My Experience with Google AdSense



Create an ads.txt file for 1 site



To prevent severe impact on revenue, download an ads.txt file then upload the file to the root level domain of each site:

- icgcet.org

It may take a few days for changes to update. If you're using another ad network, remember to add the network to the ads.txt file.
[See the ads.txt guide](#) for more details.

[DOWNLOAD](#)

Sites 

[Add Site](#)



Filter or search...

gyancity.com

Ready 

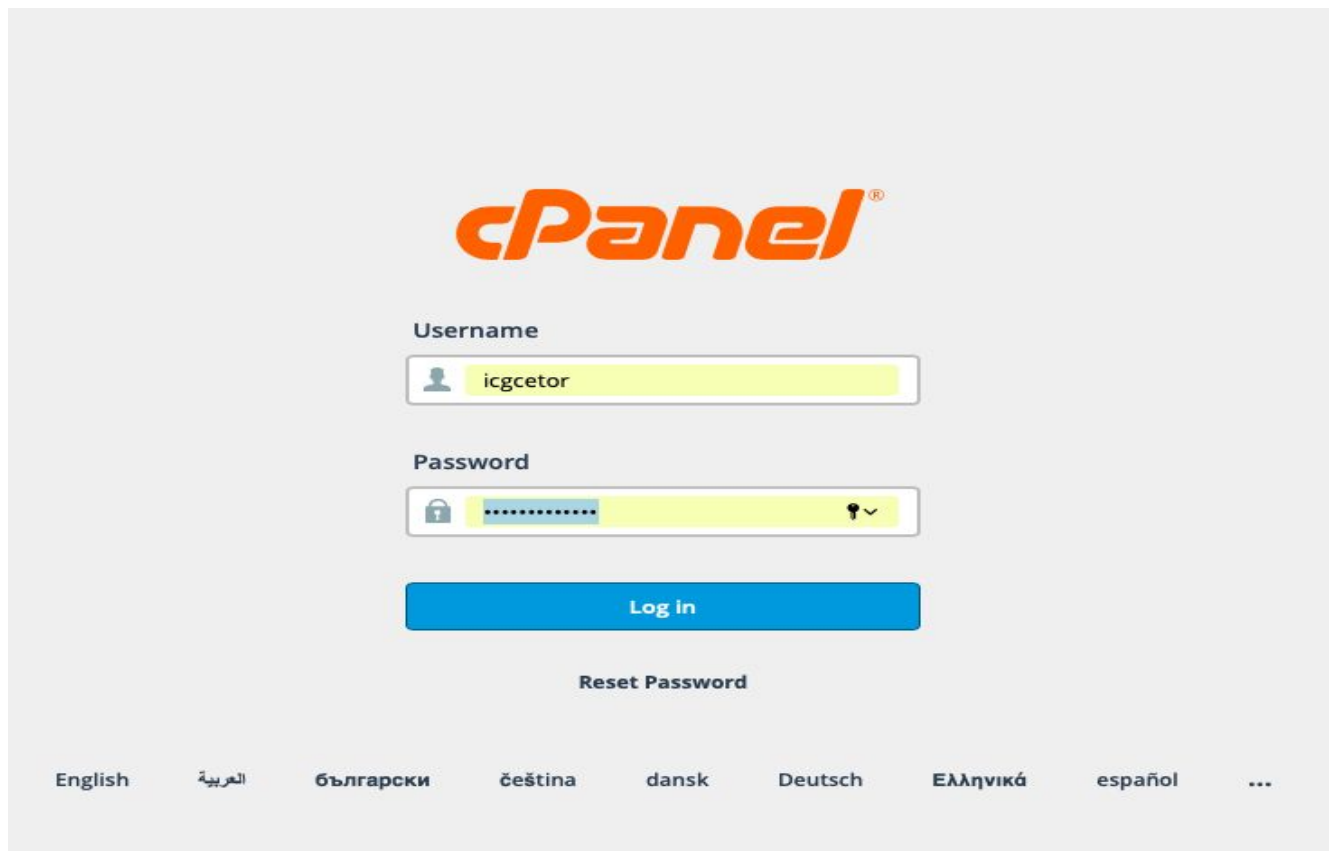


icgcet.org

Ready 




My Experience with Google AdSense





The image shows the cPanel login page. At the top center is the cPanel logo in orange. Below it are two input fields: 'Username' with a user icon and the text 'icgcetor', and 'Password' with a lock icon, masked dots, and a toggle icon. A blue 'Log in' button is below the password field. Underneath the button is a 'Reset Password' link. At the bottom, there is a horizontal list of language options: English, العربية, български, čeština, dansk, Deutsch, Ελληνικά, español, and ...

cPanel®

Username

 icgcetor

Password

Log in

[Reset Password](#)

English العربية български čeština dansk Deutsch Ελληνικά español ...

My Experience with Google AdSense

Select the file you want to upload to `"/home/icgcetor"`.

Maximum file size allowed for upload: 4.37 GB

☐ Overwrite existing files

Drop files here to start uploading

or

Select File

ads.txt

100%

58 Bytes complete

[Go Back to `"/home/icgcetor"`](#)

50 Business Ideas Using Google AdSense

- It's easier than ever to start a website.
- And advertising platforms like Google AdSense can make earning an income from those websites easy as well.
- Discuss 10 Ideas in this Lecture
- Discuss 20-20 Ideas in next two lectures

1. Health Information

- Health is one of the most profitable topics out there for AdSense websites.
- If you're knowledgeable on health topics, you can offer general information or focus on a specific health related niche.

2. Fitness Tips

- You can also focus on fitness rather than other health issues.
- Offer workout routines and tips to those looking to change up their exercise methods.

3. Diet Tips

- For another popular health related niche, you can offer some diet tips and recipes for health food and weight loss.

4. Technology

- Technology is another popular topic for AdSense sites.
- You can create a website that share information about new innovations or even focus on a specific brand or type of device.

5. IT News

- You can also create a site that's more geared toward IT professionals or that can help individuals troubleshoot various tech issues

6. Smartphone Information

- Smartphones are clearly one of the most buzzworthy types of products out there.
- So within the tech niche, you can create a website that's all about different smartphone options and the new models being released.

7. Mobile Apps

- You can also create lists and databases about the various mobile apps that are available, as mobile apps are another popular topic within AdSense.

8. Software Information

- Or you could focus on a specific type or brand of software and build a business around sharing information and updates related to it.

9. Fashion

- Fashion is another popular topic.
- You can share news from designers, trends, fashion tips and more.

10. Beauty Tips

- You can also create a website where you share beauty tips and trends related to makeup, hair and nails.

