

Innovation and Entrepreneurship:Lecture 12

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: 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



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

Stock Images

- You could start a website where you offer stock market news and simply include some AdSense space on your site.



Blogging Tips

- Blogging tips are also popular in online searches.
- So if you're an experienced blogger, you could share some of your expertise in a separate website.

The Ultimate Guide to Start Blogging & Create a Successful Side Business

Online

1. Pick your blog's name and niche
2. Get your blog online (web hosting)
3. Design your blog with a free WordPress theme
4. Write your first blog post
5. Promote your blog and make money
6. Develop a successful blog content strategy
7. Commit to a regular publishing schedule on your blog
8. Use free photos and designs to make your blog posts stand out

Social Media News

- You could also start a site where you share social media tips and news about the various platforms that are popular with individuals and businesses.



Search Engine Optimization

- Another aspect of blogging and running a website, you can use your SEO expertise to gain a lot of search traffic to your SEO website, then reap the benefits from AdSense.



Web Design

- You can also start a website that offers information about web design and development topics.



Graphic Design



- You could focus on graphic design related topics.

Domain and Hosting Information

- Domain and hosting information is also fairly popular when it comes to AdSense.
- So you can start a website where you offer tips and information related to those aspects of starting a website.



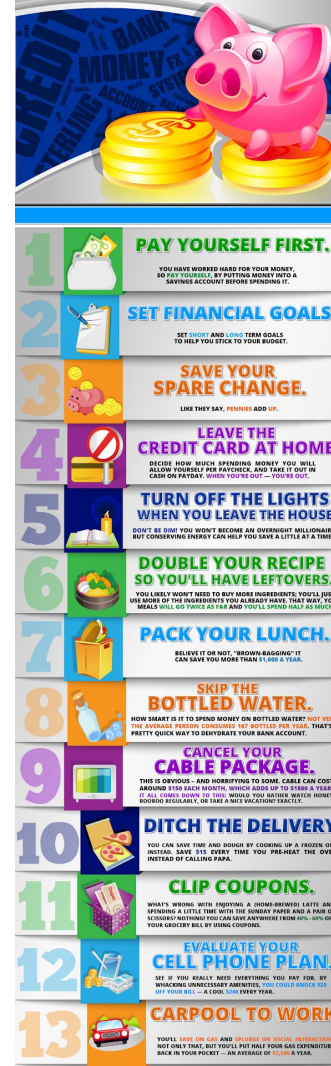
Money Making Tips

- One of the most profitable topics for AdSense websites is money making tips —specifically, making money online.
- So you could start a website that offers tips and methods people can use to make some extra income online.



Money Saving Tips

- Similarly, you could also start a website where you provide tips and methods for people to save their money or spend less.



Lecture 13



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Research Scientist
E-mail : shabeer.ahmad@gssi.it

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Foreign Expert Lecture Series**

Lecture Topic : Cyber Physical System

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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

Lecture 15



Dr. Lubna Luxmi Dhirani

Email: I_chowdhry@hotmail.com

PhD Cloud Computing

Post Doctoral researcher in Data and
Network Security

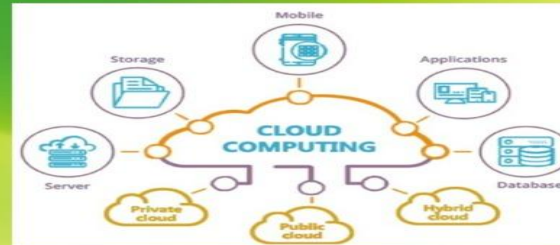
LECTURE TOPIC:

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
Date 12-09-2020