

Class Information

EE 786 (Spring 2021)

Lectures: Mon-Thu at 5:30pm (to be rescheduled, if needed); online or pre-recorded videos on MS Teams

Instructor: Animesh (Kumar)

Coordinates: 211 D, EE (Old Building); animesh@ee.iitb.ac.in; animeshk@iitb.ac.in on MS Teams (for now)

Office hours: By appointment

TA: Archiki Prasad and R. Sucheta

Course weightage:

Participation:	30-40 Marks
Case Studies/Presentations:	30-40 Marks
Final exam/Project:	30 Marks
Lack of Attendance:	DX

Grading: It will be neither easy nor strenuous. Six credit worth of superlative effort is expected for a good grade. (*Audits are not allowed! It anyway means a BB/AB.*)

Format: It is a soft course with discussions on technology and its evolution; there will be some technical content as well

Reference material:

1. History and technological developments of Electrical Engineering will be taught from various textbook excerpts and research papers
2. Harvard Business Review, "Entrepreneur's Handbook", Harvard Business Review Press
3. Mark W. Johnson, "Reinvent Your Business Model", HBR Press
4. Peter Thiel and Blake Masters, "Zero to One: Note on Start Ups, or How to Build the Future", Random House
5. Jackie Fenn and Mark Raskino, "Mastering the Hype Cycle", Harvard Business Review Press.
6. Eric Ries, "The Lean Startup: How Constant Innovation Creates Radically Successful Business", Penguin UK
7. Strategyzer series including "Value proposition design" and "Business model generation" by Alex Osterwalder et al.

And many others. *The more you read and distil, the better it is.*