

Syllabus: Innovation & Entrepreneurship

Course Content

- Creative Thinking and Practice, Leading Innovation in the Digital Age, Entrepreneurship for the Global Society. Prototyping/Co-Designing Solutions, Social Media Marketing Communications.
- Financial accounting for the entrepreneurial firm, ethics, law and communication in decision making, strategy for innovation and entrepreneurship.
- Demonstrate specialized methodological knowledge in the field of entrepreneurship and innovation. Demonstrate an understanding of the role of entrepreneurship and entrepreneurs for societal development and economic growth, demonstrate the ability to work in multicultural teams.

References:

1. Innovation and Entrepreneurship by Peter F. Drucker
2. Entrepreneurship Development by S.S. Khanka
3. Innovation and Entrepreneurship: Practice and Principles by Bala Ramamoorthy
4. Entrepreneurship: Theory, Process, and Practice by Donald F. Kuratko

+91-7300900900

info@gnc.edu.i

n website:

www.gnc.edu.in