

Syllabus: Creating and Managing New Ventures

Course Content

- Importance of innovation, the innovation process, Cases of innovation, how to engineer an innovative product.
- Human Resource Management for start-ups, Entrepreneurial Leadership, Legal aspects of entrepreneurship, Entrepreneurship marketing, Finance in entrepreneurship, Operations and Production management, Case study submissions.
- Initial idea conceptualization Creativity & Business Ideas Creativity: Concept & Features of creative people Sources and Techniques of New Ideas.

Reference:

1. Entrepreneurship Development by S.S. Khanka
2. Startup Nation: The Story of Israel's Economic Miracle by Dan Senor and Saul Singer
3. New Venture Creation: Entrepreneurship for the 21st Century by Jeffry A. Timmons and Stephen Spinelli Jr.
4. The Entrepreneurial Mindset: Strategies for Continuously Creating Opportunity in an Age of Uncertainty by Rita Gunther McGrath and Ian C. MacMillan

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