



IIT ROORKEE



NPTEL ONLINE  
CERTIFICATION COURSE

# Innovation, Business Models and Entrepreneurship

## DESIGN THINKING and ENTREPRENEURSHIP

**Dr. VINAY SHARMA**

DEPARTMENT OF MANAGEMENT STUDIES



- INTENT and REALIZATION of THE INTENT
- ORGANIZING for that INTENT with INTENT
- CONNECT
- REFLEXIVITY



- SOMEONE makes PENCILS
- SOMEONE makes ROBOTS
- SOMEONE develops INSTITUTIONS
- SOMEONE develops HOSPITALS
- SOMEONE builds SHIPS and SOMEONE SHIPYARDS/SHOPS OR SHOPPING MALLS

# Thank You

