



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Analyzing the Current Business Scenario

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DEPARTMENT OF MANAGEMENT STUDIES



Business Environment

- Reducing Product Life Cycles
- Increasing Expectations
- High Uncertainty
- Global Impact



Series of Development

- Some Macro Events
 - Industrialization in Europe
 - North America becoming a Major Economic power
 - Industrialization in Japan based on Quality principles
 - Low cost manufacturing from China



What is the way out?

Innovation



Thank You

