

5 Days Workshop

On

Innovation Management and Entrepreneurship

Development



Innovation Management and Entrepreneurship Development is gradually becoming very significant in various areas of business. Innovative start-ups and new enterprises act as a catalyst for the economy. Novel opportunities and market gaps are identified and resources are allocated to them to produce something new and useful. The present firms innovate in order to beat the competition and have an edge from their counterparts. The need of the hour is to develop effective policies to cater to the new challenges such that the modern day problems can be solved. The workshop focuses on the basic and advanced techniques of innovation and entrepreneurial development and how it can be imbibed to the participants.

The pedagogy aims on the skills necessary for innovation and entrepreneurship and successfully managing it. The planning, development and initiation of the innovative ventures stage wise will be inculcated to the participants. The areas covered include the foundations of innovation management, entrepreneurship development along with tools and techniques for creative and innovative thinking. The important role of intellectual property along with the types will be discussed. The development of business models along with the budget and finance issues will be taken up by the experts. Besides, researches in these areas will also be part of the discussion.

Objectives

The course has the objective of introducing the participants with fundamental of innovation and entrepreneurial management so that they can understand the requirements and challenges in this area. The applied aspect of this workshop will be the practical sessions where they can apply this knowledge in decision making. Following are the key learning objectives of this workshop:

- To understand the concept of innovation;
- To understand the concept of Entrepreneurial Development

- To understand the main components of a innovation and innovation management and Entrepreneurship Development;
- To understand the relationship between innovation and entrepreneurial development;
- To understanding the theories of innovation and entrepreneurial development;
- To know the various techniques of innovation and promoting entrepreneurial culture.

For Whom

The workshop is open for students, research scholars, professionals, executives and entrepreneurs who have interest in understanding innovation and innovation management. At every stage of life, innovation matters a lot and can be beneficial for the participants.

Pedagogy

The workshop would be a mix of lecture; practical sessions such as brainstorming; case studies and experience sharing between participants and resource persons.

Key benefits

After attending this workshop the participants will be able to understand the challenges, prospects, issues, concerns, opportunities, legal and procedural issues of innovation and managing innovations.

Duration and dates

The workshop will be of 5 days from 20th July – 24th July 2020.

Course fee: Registration fee for the programme is Rs. 1,000 plus GST @ 18% only

Registration: The registration to this programme will be through online mode only. To apply online, follow the following link: <https://apply.iita.ac.in/event/register/>

Resource persons

Resource persons for this programme will be the experts from industry and academia both. Eminent experts in the field from the institutions of repute such as IIMs, IITs, and reputed central and state universities have given their consent to act as the resource persons. Besides, IIT Allahabad itself has some of the best teachers in this area who will be engaging classes in this programme.

About the Department

The Department of Management Studies, Indian Institute of Information Technology, Allahabad was constituted with the philosophy of running and managing the programmes with a focus on Management and Technology. It is propelling academic excellence through innovative pedagogy of blended learning inculcating all round self-development by creativity, knowledge exchange, empowerment and enrichment of

students and faculty members. The department offers two programmes; 2 Years Full Time MBA & Full Time Dual Degree MBA - Ph.D. The strength of the department lies in the faculty who are having exposure to fields of Management and IT, belonging to various institutes of national importance and centers of excellence.

Programme Coordinators

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