

5 Days Workshop
On
Innovation Management and Entrepreneurship
Development
Via
Online mode



Innovation Management and Entrepreneurship Development are 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. Due to the restrictions imposed by the Government in the light of outbreak of COVID 19, the classes will be conducted via online mode.

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.iiita.ac.in/event/register/>

Or

Deposit Rs 1180/- in the account given in the registration form given at the end of this brochure, write the transaction detail on the form, scan and mail it to organizer.

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, IIIT 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 Facilitators

Dr Ranjit Singh Associate Professor Department of Management Studies Indian Institute of Information Technology, Allahabad-211012 Email: ranjitsingh@iiita.ac.in Phone: +91-9532766339	Dr Vijayshri Tiwari Associate Professor Department of Management Studies Indian Institute of Information Technology, Allahabad-211012 Email: vijayshri@iiita.ac.in	Dr Madhavendra Misra Associate Professor Department of Management Studies Indian Institute of Information Technology, Allahabad-211012 Email: madhvendra@iiita.ac.in
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REGISTRATION FORM

5 Days Workshop

On

Innovation Management and Entrepreneurship

Development via online mode

20th July – 24th July 2020

Name of Participant: _____

Category: Corporate Faculty Students

Name of Organization: _____

Designation: _____ Place: _____

Contact Number: _____ Alternate Number: _____

Email ID _____ :

Payment Mode: Demand Draft Account Transfer Cash

**Note-Scanned Copy of the Registration Form and Payment Details has to be sent to:
ranjitsingh@iiita.ac.in*

Contact details:

Dr. Ranjit Singh
Associate Professor
Department of Management Studies,
Indian Institute of Information Technology
Allahabad-211012
Email: ranjitsingh@iiita.ac.in
Phone: +91-9532766339

Account Details

(For D.D. and Account Transfer)
A/c Name: Indian Institute of Information
Technology Jhalwa Allahabad
A/c No.: **30996838478**
Bank Name: State Bank of India
Branch: Jhalwa (10891)
IFSC: SBIN 0010891

