



UNDERSTANDING INCUBATION AND ENTREPRENEURSHIP

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COURSE OUTLINE :

The course 'Understanding Incubation and Entrepreneurship' uncovers the basics of what it takes to develop an entrepreneurial mindset thereby encouraging the journey of transformation to convert an idea or a solution into a business. Professor Chakravarthy uses a blended learning approach that brings together inputs from various pre-incubators and incubators like GDC, BETIC, SINE, IITH and DSSE to help familiarize the entrepreneurial framework and the start-up projects which help them navigate through their own entrepreneurial journey. This eclectic mix of guidance from expert professors and entrepreneur stories collectively foster the critical skills needed to build your own startup. The course spans 12 weeks of talks, exercises and reading material combined with the classroom experience of students of IITH as they learn to form their problem statement, build teams, understand the rigorous customer discovery process and finally learn to use the Lean Canvas Model.

ABOUT INSTRUCTOR :

Prof. B. K. Chakravarthy teaches Innovation by Design at the Industrial Design Centre (IDC), IIT Bombay. He has set up the Shenoy Innovation Studio at IITB, where students and young designers are given the opportunity to work on live projects and benefit from expertise in a range of interrelated fields. Prof. Chakravarthy works closely with other academics engaged in cutting-edge research at IIT Bombay and has played a key role in translating such research into products that reach the hands of users. A Collaborative Model for New Product Innovation, an outcome of Prof. Chakravarthys doctoral research, has had wide application in the industry. Prof. Chakravarthy has also worked frequently with government departments and occupational communities engaged in essential services.

COURSE PLAN :

Week 1: Introduction to Entrepreneurship, What is Entrepreneurship GDC Program

Week 2: Hand holding for Entrepreneurship GDC start-up stories

Week 3: Entrepreneurship Types, Team Building

Week 4: Innovation and Entrepreneurship, Solar Oven case-study Paradigm shift from Design to Entrepreneurship

Week 5: Bio- Med Innovation and Entrepreneurship

Week 6: New-age Entrepreneurship

Week 7: Business Model Canvas

Week 8: Technology led Entrepreneurship

Week 9: Entrepreneurship as Academic Program - IITH case study

Week 10: Creativity and Generating Product Ideas, From Idea to Proof of Concept, Network Entrepreneurship

Week 11: Learning from examples Start-up PITCHES - Using Lean Canvas Model Part 1

Week 12: Learning from examples Start-up PITCHES - Using Lean Canvas Model Part 2