

**INDIAN INSTITUTE OF TECHNOLOGY TIRUPATI
PROFORMA FOR NEW COURSE**

1.	Title of the Course	Innovation and Entrepreneurship
2.	Course Number	ID4022
3.	Status of the Course	Elective
4.	Structure of Credits	3-0-0-3
5.	Offered To	PG
6.	New Course/Modification to	New
7.	To be Offered by	Dr. Hiran Vedam
8.	To take effect from	July 2018
9.	Prerequisite	Nil
10.	Whether approved by the Department	
11.	Course Objective: To guide the student through the process of identifying and evaluating an idea for an entrepreneurial venture, and learn different steps required to build a successful venture around it.	
12.	Course Content: Defining entrepreneurship, anatomy of entrepreneur, ideation process, idea evaluation, customer identification, market research, competitive advantage, elevator pitch. Customer requirements to product feature mapping, technology/manufacturing readiness levels, intellectual property, product development, scaleup. Market entry and growth, competitors and collaborators, pricing. SWOT analysis, BASE board, financial planning. Team and organisation culture, legal considerations, fund raising, exit.	
13.	Text book(s): 1. Steve Fisher and Ja-Nae Duane, <i>The Startup Equation: A Visual Guidebook to Building Your Startup</i> , McGraw-Hill Education, (2016).	
14.	Reference(s): 1. Alexander Osterwalder and Yves Pigneur, <i>Business Model Generation: A Handbook of Visionaries, Game Changers, and Challengers</i> , Wiley, (2010).	