



INNOVATION AND TECHNOLOGY ENTERPRISE: IDEA TO ENTREPRENEURSHIP

Sponsored by Scheme for Promotion of Academic and Research Collaboration (SPARC)
Ministry of Education, Govt. of India



COURSE DESCRIPTION

This is a course that focuses on the conceptualization, design and development of technology-oriented products in electrical, electronic, computer and software. It integrates innovation strategies, product planning, marketing, design, manufacturing and financing of new product development. This course also integrates design thinking concept into the product development process. Case studies are presented that showcase how simple ideas can lead to successful technologies and products in the marketplace.

LEARNING OBJECTIVES

- To harness the power of human innovation & technology for entrepreneurship
- To understand the product & business development processes
- To appreciate the multi-disciplinary approach to new product creation
- To acquire the confidence & competence in starting a new technology enterprise.



Scheme for Promotion of Academic and Research Collaboration (SPARC) aims at improving the research ecosystem of India's Higher Educational Institutions by facilitating academic and research collaborations between Indian Institutions and the best institutions in the world from 28 selected nations to jointly solve problems of national and/or international relevance.

REGISTRATION LINK :

<https://forms.gle/chPEseNz3FS2ovtM6>

COURSE OUTLINE

- Innovation & New Product Development (NPD) & NPD Organization
- Design Thinking Methodology
- Technology trends, opportunities and challenges
- Opportunities identification, generation & evaluation
- Customers' needs
- Maslow's law and using technology to address human needs
- Presentation & public speaking
- Pitching new ideas & products
- Concept generation, selection & testing
- Patents & Intellectual Property
- Product Planning, Platform & Architecture
- Report writing & Communications
- Quality systems & product certifications
- Economics of NPD
- Design for manufacturing and environment.

DELIVERY METHOD : HYBRID MODE

IMPORTANT DATES

Duration: 17th April, 2024 – 26th April, 2024

Last date of Registration: 14th April, 2024

Course coordinators:

- Dr. Ranjay Hazra, Assoc. Prof., Department of EIE, NIT Silchar
- Dr. Ashim Kumar Das, Assoc. Prof., Department of Management Studies, NIT Silchar
- Dr. Manas Kumar Bera, Assoc. Prof., Department of Elec. Engg., NIT Rourkela

COURSE INSTRUCTOR



Dr. Hari Krishna Garg
Associate Professor,
Department of Electrical & Computer
Engineering
National University of Singapore,
Singapore

TARGET AUDIENCE

Faculty members, Research Scholars,
PG and UG Students, Persons from
Industries and Research Institutes.

REGISTRATION FEE: NIL

VENUE

Seminar Hall
Department of Management Studies
National Institute of Technology Silchar

CONTACT

Dr. Ashim Kumar Das
Associate Professor, Dept. of Management
Studies

Phone:- +919435503481

Email: ashim@mba.nits.ac.in