HANDBOOK

POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP, INNOVATION AND DESIGN THINKING (PGD-EID)

CENTRE FOR INNOVATION AND ENTREPRENEURSHIP JAMIA MILLIA ISLAMIA NEW DELHI – 110025

PROGRAMME DESCRIPTION: The Post Graduate Diploma in Entrepreneurship, Innovation and Design Thinking hereafter PGD seeks to provide an understanding of business planning techniques that transform ideas into viable commercial businesses. Students will conduct the market, organizational, operational, strategic and financial analyses that are required to produce a venture concept and an actionable business plan. Students will study firms' business planning efforts as well as create a business plan for a START-UP during the practicum.

PROGRAMME THEMES: The PGD focuses on following principal themes:
• How do entrepreneurs create business concepts and solve challenges?
• How does one qualify ideas and strategies in order to effectively select a course of action?
• How are action-oriented plans structured in order to capture opportunity and mitigate risks?

PROGRAMME PEDAGOGY: Apart from theory sessions, classes will include group exercises as well as discussion of readings and cases. Students will analyze and revise actual business plans during the two semesters.

Student's Classroom Contributions: Students are expected to actively participate in every classroom session. You need to be fully prepared with the readings and cases for a given session ,if given in advance. Positive participation is another expectation, which includes full attendance, active involvement in all in-class exercises and discussions, and maintenance of a classroom demeanor that encourages the participation of others.
You will be evaluated on the quantity as well as the quality of your contribution and insights.
Quality comments possess one or more of the following attributes:
(a) Contribute to moving the discussion forward;
(b) Offer a different, unique and relevant perspective on the issue;
(c) Build on other comments of others; and
(d) Include some evidence or analysis of inherent tradeoffs, i.e., demonstrate reflective thinking.

Classroom contributions will include group exercises as well as oral and written assignments on various papers, which you need to pass. Apart from this, emphasis will be on short written commentaries on the business plan investigations, which will be assigned during the semesters. The commentaries will require students to perform triage and remediation on business plans and will be included in the class participation grade. Due to the nature of the course, participation in the in-class group exercises is a required component of class participation.

All students must submit a description of their idea for their START-UP business plan as on when informed. Alternatively, students may indicate an interest in revising an existing START-UP plan. Students should email a Word file as per the delivery instructions contained herein.

Submission Deadlines: Submission deadlines must be taken seriously. First Business Plan Investigation should be submitted within the prescribed due date. Individuals must identify the risk factors associated with the shortlisted START-UP plan {shall be posted on CIE (DIC) Notice board}. Limit your analysis to a three page bullet point list and prepare the additional plans listed in the schedule for discussion in class.
Group business model summaries must be submitted by the prescribed due date. These three to five page documents, excluding exhibits must address the issues and tasks outlined in "Business Model Analysis" {that shall be posted on CIE (DIC) Notice board}.

Second Business Plan Investigation should also be submitted within the prescribed due date. Individuals must prepare a two page list of resources that Shortlisted START-UP will require in order to accomplish their stated objectives. The Shortlisted START-UP document shall be posted to CIE (DIC) Notice board. Prepare the additional plans listed in the schedule for discussion in class.

Written analyses:. Students will be required to prepare two written documents that will be graded. All students will analyze and revise a designated START-UP business plan as the midterm assignment. Students may choose one of two options for the final project. First, teams may submit a business plan for a venture that they are contemplating (or have launched). Second, teams that do not have a venture idea may conduct an analysis and revision of an assigned plan.

Both final project options require that students submit a "black book" citing all supporting evidence and documenting analysis of their plan (in the case of the first option) or revised plan (in the case of the second option). The final assignment will be graded on content, substantiation and oral defense of the plan (in the case of the first option) or the revised plan (in the case of the second option).

These assignments should be submitted within the prescribed due dates. They should be a maximum of 10 and 25 pages respectively, excluding exhibits. The case assignments will be graded for content and format. You are required to turn in papers that conform to professional standards of organization, grammar, punctuation, spelling, and paragraph/sentence structure. These 3 assignments must be completed as individuals without consulting others. Late papers will be graded as an 'F'.

Laptops: Laptops may be required for some of our class sessions.

Delivery: All assignments must be submitted as Microsoft Office files by email to each of the following two addresses: cie@jmi.ac.in and consultantcie@jmi.ac.in . Students must send two separate emails (not one in which the other address receives a copy upon delivery). Papers must also be delivered in physical form to the Office of CIE - JMI.

Honor Code: Students must adhere to the CIE-JMI Honor Code. All students are obligated to report to the instructor any suspected violations of the Code (see https://www.jmi.ac.in).

Required Materials: Case Packet; Materials posted to Notice board (including the START-UP Proposals, Shortlisted START-UP and START-UP Final plans (hereinafter "The Business Plan Pack").

Grading Plan: The course grade will be based on the following components and weights:
Classroom Contributions: 20%
Case Report 1 (individual): 25%
Case Report 2 (group): 50%

Instructor
The resource persons/Consultants: management and entrepreneurship at Centre for Innovation & Entrepreneurship, Jamia Millia Islamia shall be teaching and guiding the courses in entrepreneurship, innovation, design thinking and START-UP Projects.
The Consultants shall be from the Real Business World with hands on experience of all the major functions of Entrepreneurship and Start-Ups.

ACTION LINE TO BE FOLLOWED FOR STARTUP IDEA:

STEP 1 - Ideas and Opportunities
Case: "START-UP under MSME"
Reading: Writing a Business Plan: The Basics

STEP 2 - Risk Assessment
Case: Business Plan Investigation 1: Shortlisted START-UP (posted to the CIE (DIC) Notice board)
Reading: An Introduction to Online Competitive Intelligence Research; Managing Risk: Scanning the Hazy Horizon

STEP 3 - Market Analysis
Case: "START-UP under MSME"
Reading: Note on Market Definition and Segmentation; Market Research: Listen and Learn; Note on Market Research

STEP 4 - Value Propositions
Case: "START-UP Shortlisted"
Reading: Customer Value Propositions in Business Markets

STEP 5 - Business Models
Case: "START-UP Shortlisted/under MSME"
Reading Suggestions: Is It Time to Trade In Your Business Model? Building a Business Model and Strategy: How They Work Together; Idea Mapping

STEP 6 - Resource Assessment
Case: Business Plan Investigation 2: Shortlisted START-UP (posted to Notice board) Qualified START-UP (posted to Notice board)

STEP 7 -Midterm Review
 Analyze the business plan. Assess its strengths and weaknesses. Create a revised plan. All analysis and research materials supporting your work must be provided with citations. All calculations and assumptions must be clearly and completely depicted.
The Instructor will meet with each group to review their business model.

STEP 8 - Financial Analysis
Case: "START-UP Finalization"
Reading Suggestions: Building Your Pro-Forma Financial Statements; Note on Financial Forecasting. The Instructor will meet with each group to review analytical issues regarding the business plan projects.

STEP 9 - Business Model Testing
Case: Third Business Plan Investigation Assess the business models for the firms contained in The Business Plan Pack
Reading Suggestions: Strategic Response to Uncertainty; Strategy under Uncertainty; Discovery-Driven Planning; Having Trouble with Your Strategy? Then Map It

STEP 10 - Business Model Redesign
Case: "LBI – Projects under MSME" The Business Plan Pack Reading Suggestions: Action Plans: The Architecture of Implementation; How To Stay On Course: Sensing And Responding to Deviations From Plan; Project Adaptation: Dealing With What You Cannot Anticipate

STEP 11 - Business Plan Analysis and Remediation (instructions shall be posted to CIE (DIC) Notice board)

STEP 12 - Business Plan Presentation and Defense (instructions shall be posted to CIE (DIC) Notice board)

SEMESTER – 1

S. No.	PAPER CODE	TITLE OF PAPER	CREDIT	SESSIONAL	END-TERM
1.	CIEID-101	Management Concept and Design Thinking	04	25	75
2.	CIEID-102	Accounting and Finance	04	25	75
3.	CIEID-103	Marketing and Data Analysis	04	25	75
4.	CIEID-104	Legal Environment for Entrepreneurship	04	25	75
5.	CIEID-105	Innovation in Sciences and Technology	04	25	75

CIEID-101: Management Concept and Design Thinking

Unit – 1   **08 Lectures**

Management Concept – Basics

Definitions and Meaning; Nature of Management - Management as an Art and Science; Steps of Management – Planning, Organizing, Directing and Controlling; Levels of Management; Forms of Organisation

Unit – 2   **08 Lectures**

Business Management Fundamentals

People Management; Operations Management; Accounting for Decision Making; Strategic Management; Corporate Finance; Marketing Management

Unit – 3   **08 Lectures**

Design Thinking – Introduction

Definitions and Meaning; Design Thinking – as an Art and Science; Stages of Design Thinking – Empathise, Define, Ideate, Prototype and Test; Entrepreneurship Design Thinking

Unit – 4   **08 Lectures**

Design Thinking in Start-Up – 5 stages integration

Empathise – Listening to People involved and the End User Problems Realisation; Define – Listing the Problems and the Root Causes; Ideate – Finding the solutions in the most effective manner; Prototype – Making the samples to Launch; Test – Evolve Offerings

Unit – 5   **08 Lectures**

Management Concept and Design Thinking

Seminar and Workshop by Subject Experts on the application of Management Concepts and Design Thinking into the real Business World followed by interactive Question Answer Session.

Text Book

1.   Change by Design by Tim Brown, Harper Business Publisher (2009)

CIEID-102: Accounting and Finance

Unit – 1   **08 Lectures**

Building a Financial Forecast

Introduction – Basic Accounting Terms; Setting Financial Goals; Understanding Financial Statements – Profit & Loss, Balance Sheet, Cash Flow; Revenue Forecasting; Expense Forecasting; Integrated Financial Model

Unit – 2   **08 Lectures**

Managing the Financial Resources of a Venture

Monitoring Financial Performance; Day-to-Day Cash Flow Management and Forecasting

Unit – 3   **08 Lectures**

Sources of Financing

Financing over the Life of a Venture; Start-Up Financing from the Entrepreneur, Friends and Family; Bootstrapping; External Sources of Funds: Equity, Debt; Financing the High-Growth Business

Unit – 4   **08 Lectures**

Planning for the Entrepreneur's Transition

Business Valuation; Exit Planning

Unit – 5   **08 Lectures**

Accounting and Finance

Seminar and Workshop by Subject Experts on the application of Accounting and Finance Concepts into the real Business World followed by interactive Question Answer Session.

Text Book

1. Management Accounting, I M Pandey, Indian Institute of Management
2. Accounting and Finance for Managers, Crest Publishing House

CIEID-103: Marketing and Data Analysis

Unit – 1   **08 Lectures**

Introduction to Marketing Management – Customer Focus and Managing Customer Loyalty

The stages in evolution of Marketing concept / philosophy; Differences between marketing and sales concepts; Customer Focus and Customer Satisfaction; Customer Satisfaction – A Key Marketing Performance Metric; Marketing Management –Definition

Unit – 2   **08 Lectures**

Marketing Research and Market Intelligence

Marketing Research Process; Research on Markets; Research on Products; Research on Promotion; Research on Distribution; Research on Pricing

Unit – 3   **08 Lectures**

Designing Customer Driven Marketing Strategy and Marketing Mix Management

Market Segmentation; Target Marketing, and Positioning for competitive advantage; Porter's Five Forces Framework

Unit – 4   **08 Lectures**

Product Decisions

Meaning of product; Product classification; Product life cycle; New product development; Product extension strategies

Unit – 5   **08 Lectures**

Marketing Management

Seminar and Workshop by Subject Experts on the application of Marketing Management Concepts into the real Business World followed by interactive Question Answer Session.

Text Book

1. Marketing Research and Data Analytics (An Applied Orientation): Sixth Edition, Naresh K. Malhotra, Satyabhushan Dash

CIEID-104: Legal Environment for Entrepreneurship

Unit – 1   **08 Lectures**

Industrial Policy

Type of Firms; Companies Act 2013; IPR; Licensing; Small –Scale Industries; Developing Facilities; Exemptions

Unit – 2   **08 Lectures**
Consumer Protection
Consumer Rights: The Right to Safety, The Right to be Informed, The Right to Choose, The Right to be Heard, The Right to Redressal, The Right to Consumer Education, The Right to a Healthy Environment; Consumer Protection Act: District Forum, State Commission and National Commission

Unit – 3   **08 Lectures**
Government, Business and Society

Corporate (Business) accountability; Social Responsibility of Business; Policy Statement for Abatement of Pollution: Integration of Government Agencies, Environment Audit, Public Partnership; Corporate Social Audit

Unit – 4   **08 Lectures**
Evaluating Opportunities in the Changing Marketing Environment
The Marketing Environment; Macro Environment; Micro Environment; Conducting Situation Analysis; Evaluating a Portfolio of Opportunities

Unit – 5   **08 Lectures**
Legal Environment for Business
Seminar and Workshop by Subject Experts on the application of Legal Matters into the real Business World followed by interactive Question Answer Session

CIEID-105: Innovation in Sciences and Technology
Unit – 1   **08 Lectures**
Artificial Intelligence
Introduction to Artificial Intelligence, Artificial Neural Network (ANN); Hardware of Human Intelligence, Fuzzy Logic (FL); Software of Human Intelligence ,Genetic Algorithm (GA), Evolutionary Computation, Wavelets Theory (WT); Analysis at different resolutions

Unit – 2   **08 Lectures**
Introduction to IoT
IoT overview, IoT evolution, difference between M2M and IoT, application of IoT: smarty washing machine, Smart lighting, Smart AC, smarty sleep system, Smart weather system, Smart Gardening, and smart garbage cans, IoT Architecture, IoT technologies, Implementing smart objects, board connection, sensors and actuators, Sensors available in Market, Challenges of IoT

Unit – 3   **08 Lectures**
Fundamental of Robotics
Introduction, Automation and Robotics, A Brief History of Robotics, Laws & Definition of Robot, Human system & Robotics, Classification of Robots, Anatomy of Robots, Work Volume, Humanoid Robots, Industrial robot, Automated Guided Vehicles, Robot drive systems-Hydraulic, Pneumatic & Electric, Specifications of Robots, Robot and Its Peripherals-Robotic sensors, Robotic Vision & Robot Programming and Languages, Robotic Hands classification, Multi finger Robotic Gripper-Utah, Okada, Stanford, DIGIT Hands, Robot Applications in Manufacturing, Medical science, Defense & Day-today applications. Case studies for Rover & Sophia**,** The Robotics Market, Social Issues and the future prospects.

Unit – 4   **08 Lectures**
Introduction to Nanotechnology
Introduction to Nanotechnolgy, Historical background of Nanotechnology, 1D, 2D and 3 D structures, classifications of nanomaterials ; Nanowires, Nanoparticles, Quantum dots, green nanotechnology, applications of nanotechnology.

Unit – 5   **08 Lectures**
Clean and Renewable Energy
Introduction and need of clean and environmental technologies, sustainability, renewable energy and source of renewable energy, Wind Energy, Hydropower Energy, Geothermal energy, Bio energy (Bio-mass & Bio-fuels),Ocean Energy, Solar Energy and Photovoltaic fuel cell technology, energy storage, energy harvesting, storage and use of power motivated from nature.

Text Book

2. Learning Internet of Things ,Peter Waher, Packt Publishing Ltd, 27-Jan-2015
3. Mastering Internet of Things: Design and create your own IoT applications using Raspberry Pi 3 , Peter Waher , Kindle Edition
4. Internet Of Things, Bahga, Orient BlackSwan, ISBN: 9788173719547, 8173719543
5. Introduction to Robotics: by J.J Craig., Addison Wesley New Delhi. Reference Book: "Robotics" by K.S.Fu., McGraw-Hill International Editions.

SEMESTER - 2

S. No.	PAPER CODE	TITLE OF PAPER	CREDIT	SESSIONAL	END-TERM
1.	CIEID-201	Entrepreneurship and Innovation	04	25	75
2.	CIEID-202	Start-Up formation and Scalibility	04	25	75
3.	CIEID-203	Design Thinking and Human-Centered Design Prototyping	04	25	75

Project Work

S. No.	PAPER CODE	TITLE OF PAPER	CREDIT	ASSIGNMENTS	END-TERM
1.	CIEID-204	**Design Prototyping Lab**	04	25	75
2.	CIEID-205	**Seminars**	04	25	75

Total Credits   :   04
Total Lectures :   40
Total Marks   :   100 (75 Marks semester exams: 25 Marks Internal Assessments)

CIEID-201: Entrepreneurship and Innovation

Unit – 1   **08 Lectures**
Entrepreneurship & Innovation – Definition, Objective and Features
Key terminology: Entrepreneurship idea & innovation; Difference between Entrepreneurship and Traditional Businesses; Entrepreneurship development Programs; Technological Entrepreneurship: Characteristics and needs of Innovation

Unit – 2   **08 Lectures**
The Early Career Dilemmas of an Entrepreneur
The Entrepreneur's Role, Task and Personality; A Typology of Entrepreneurs: Defining Survival and Success; Entrepreneurship as a Style of Management; Importance of Innovation for a successful Entrepreneur; The Entrepreneurial Venture and the Entrepreneurial Organisation

Unit – 3   **08 Lectures**
Choosing a Direction as an Entrepreneur
Opportunity recognition and entry strategies: New product, Franchising, Partial Momentum, Sponsorship and Acquisition; The Strategic Window of Opportunity: Scanning, Positioning and Analysing; Intellectual Property: Creation and Protection

Unit – 4   **08 Lectures**
Opening the Window: Gaining Commitment
Gathering the Resources you don't have; The Business Plan as an Entrepreneurial Tool; Financial Projections: how to do them the right way; Debt, Venture Capital and other forms of Financing; Sources of External Support; Developing Entrepreneurial Marketing: Competencies, Networks and Frameworks

Unit – 5   **08 Lectures**
Closing the Window: Sustaining Competitiveness
Maintaining Competitive Advantage; The Changing Role of the Entrepreneur: Mid Career Dilemmas; Harvesting Strategies versus Go for Growth

Reference Readings:

1. Innovation and Entrepreneurship by Peter F. Drucker (Special Indian Edition). Routledge
2. Entrepreneurship (11th Edn) by R. Hisrich, M. Peters and D. Shepherd. McGraw Hill
3. Entrepreneurship Development by Sangeeta Sharma. Prentice-Hall India.
4. Guide to Start-Ups by Taxmann.
5. Entrepreneurship Development by S.S. Khanka. S. Chand Publishers

Total Credits   :   04
Total Lectures :   40
Total Marks   :   100 (75 Marks semester exams : 25 Marks Internal Assessments)

CIEID-202: Start-Up formation and Scalibility

Unit – 1   **08 Lectures**
Start-Up: Definition and Process
General presentation about startup development phases: from formation, to validation, to scaling. Key points from each of the stages from various perspectives (entrepreneur, team member, mentor, investor etc.); Key success & failure factors; Investors, valuation, advisors & mentors; How startup stages help in building a venture; How do investors and others view start-ups; How is value built and measured in various phases; Basic methods & tools; Additional tools & resources for self learning

Unit – 2   **08 Lectures**
Start-Up Ecosystem
General presentation about startup development phases (formation => validation => scaling) specifically from the support role's perspective; Key terminology: idea & innovation, entrepreneurship & start-ups; Innovation megatrends; Why startups?; Startup as a category; Understanding & mapping startup ecosystems; Public-private partnerships; Developing startup ecosystems; Maturity levels and measures for startup ecosystems; Measuring and Collecting valuable data; Use of startup data

Unit – 3   **08 Lectures**
Start-Up Project Planning and Analysis
Focus on the formation phase, the most crucial phase for co-founding team building; Preparing for the journey: things to focus on and reasons behind; Value of ideas & how to innovate more systematically; Building BIG visions; Measuring potential; Success & failure factors; Mission, Vision & Strategy; Co-founder team building; Idea / team fit; Shareholder agreement (SHA); Confirming team commitment; Problem / solution fit; Market timing and journey; Planning in short & long term; Evaluating opportunities; Funding options and strategies at this stage; Additional tools & resources for self learning

Unit – 4   **08 Lectures**
Start-Up Execution at the Incubation Centre
Focus on product/service build and validation phase, the most crucial phase for future revenue and profitability generation; Things to focus at this stage and reasons; Defining a product and MVP; Defining initial business model; Customer development and future prioritization; Extended team building and funding options; Validation metrics; Methods & tools; Additional tools & resources for self learning

Unit – 5   **08 Lectures**
Start-Up Project Scalability Report
Focus on scaling phase, the most crucial phase for getting serious about building a real and scalable business; Things to focus on at this stage and reasons; Business planning; Go to market strategies; Born global & internationalization; Scaling metrics (KPI's); Recruiting; Building processes; Funding options; Working with big companies; Methods & tools; Additional tools & resources for self learning

Reference Readings:

1. Guide to Start-Ups by Taxmann.
2. Business Model Innovation – The Organizational Dimension by Nicolai J. Foss & Tina Saebi. Oxford University Press

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> Total Lectures :   40
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CIEID-203: Design Thinking and Human-Centered Design Prototyping

Unit – 1   **08 Lectures**
Need of Design and Design Thinking
Writing the Problem Statement; Understanding Stakeholders and Users; Personas, Empathy Maps; Current Scenarios to identify pain points; Ideation and Storyboarding; Deriving Goals from Ideas; Future Scenarios and Moments of Max Impact; Prototyping

Unit – 2   **08 Lectures**
Human-Centered Design - Prototyping : Make it Real
Warm-Up Exercise; Activity: Start with an Idea; Activity: Prototype a Product; Discussion: Feedback from Your Team; Activity: Iterate; Discussion: Debrief

Unit – 3   **08 Lectures**
Human-Centered Design - Prototyping : Build To Think
Activity: Plan Your Service Prototype; Activity: Create a Journey Map; Activity: Role Play; Discussion: Feedback from Your Friend; Activity: Iterate and Refine Your Plan; Discussion: Debrief

Unit – 4   **08 Lectures**
Human-Centered Design - Prototyping : Plan For Field Tests
Activity: Prototype a Space; Activity: Plan Your Field Tests; Activity: Sketch It; Activity: Mock It Up; Discussion: Feedback from Your Team; Activity: Iterate and Refine Your Plan; Discussion: Debrief

Unit – 5   **08 Lectures**
Human-Centered Design - Prototyping : In The Field
Activity: Prototype in Context; Activity: Feedback from Real Users; Activity: Co-Creation; Activity: Iteration on the Fly; Discussion: Debrief; Reflections; Discussion: Moving Forward

> Total Credits   :   04
> Total Lectures :   40
> Total Marks   :   100 (75 Marks semester exams : 25 Marks Internal Assessments)

CIEID-204: Design Prototyping Lab

Lab – 1   **04 Lectures**
Idea sketching and presentation
Sketching 2 point and 3 point perspectives; Form generation and visual rendering using grayscale and colour palette; Composition and visual presentations of ideas and concepts

Lab – 2   **04 Lectures**
2-D Visual Graphics
Photo manipulation and Photo editing; Creation of vector graphics; Introduction to Raster and Vector softwares (Adobe Photoshop, Adobe Illustrator, GIMP)

Lab – 3   **04 Lectures**
Printed products Mockups and Prototyping
Making mockups for testing user interaction of printed material like poster, catalogues, Brochures, etc.

Lab – 4   **04 Lectures**
User Interface and User Experience Design

Low-fidelity website and mobile application prototyping; Mobile Application wireframes and User flow; Website and Mobile Application Prototyping; Introduction to Adobe XD & Invision

Lab – 5   **04 Lectures**
3-D form generation and 3-D modelling software
3D modelling and simulation using Autodesk Fusion 360 and SolidWorks

Lab – 6   **04 Lectures**
Real Scale Mockup Making and User Testing
Low Fidelity mockups using cardboard and wood for user testing and form development

Lab – 7   **04 Lectures**
3D form generation for tangible products
Developing Wood, Styrofoam, Clay and POP form models; Painting and surface treatment of different material like wood, Styrofoam, POP, MDF etc. for high fidelity models.

Lab – 8   **04 Lectures**
Rapid Prototyping
Introduction to 3D printing technology; Modelling for 3D Printing; FDM 3d Printing

Lab – 9   **04 Lectures**
Laser and CNC router Cutting
Form generation for Laser cut and CNC routed products; Introduction to vector softwares for G-Code generation; Laser Cutting and surface etching

Lab – 10   **04 Lectures**
Product Presentation Techniques
Product Photography and Editing; Showcasing product and user interactions; Presentation and assets generation for marketing

Total Credits	:	**04**
Total Lectures	:	**40**
Total Marks	:	**100 (75 Marks semester exams : 25 Marks Internal Assessments)**

CIEID-205: Seminars   4 Unit

The following Topics shall be covered in the Seminars as mentioned below:

IDENTIFY AND REVIEW THE REAL WORLD PROBLEM STATEMENT
How to identify a real-world, complex problem and work through the identified Problem, reframe as necessary and elevate the problem to represent human needs beyond the technological or business needs.

FIELD RESEARCH AND SYNTHESIS
How to go as a Team on the field and learn about user motivations, concerns, inhibitions and needs.
How the Team Leader should review the approach and offer methods to extract insights from realms of data collected.

IDEATING AND BUILDING CUSTOMER JOURNEYS
Ideation is a change of mindset, judgment free thinking, responding and a sense of collaboration with other participants. It is essential we see solutions in the form of journeys. This allows for a broader canvas and a holistic view and allows for comparison between what is and what should be.

THE 3 P'S – PRIORITISATION, PROTOTYPING & PRESENTATION

Creativity and holistic thinking allows for lofty ideals and ideas, it is essential these are prioritised, prototyped and tested on the practicality of implementation. Present findings and solutions.

ASSESSMENT WILL BE BASED ON PRESENTATIONS BY THE STUDENTS DURING THE SEMINARS

About Centre for Innovation and Entrepreneurship

Jamia Millia Islamia has started a Centre for Innovation and Entrepreneurship (CIE) in 2014 to enthuse spirit of Innovation, incubation and Entrepreneurship among the students and faculty members. CIE has two major divisions Innovation and Technology Management Division and Incubation & Entrepreneurship Development Division. The CIE has been conducting Motivational Talks, Exhibitions of innovators, University wide innovate for a cause competition, Summer Internship etc. Many Innovations Clubs are working under CIE has tied up with Delhi University's Design Innovation Centre and also running a Livelihood Business Incubation Centre at Jamia Millia

Islamia with the help of National Small Industries Corporation (NSIC).