



INTERNATIONAL SUMMER & WINTER TERM

MAY - JULY | DECEMBER 2016

CENTRAL UNIVERSITY OF HARYANA

“STARTER’S AND START-UPS”: A LEARNING CYCLE FOR BEGINNERS

COURSE OVERVIEW

This is a course in the field of entrepreneurship and innovation that helps participants to learn how to search for business opportunities to develop a viable product and a marketing plan to manage the brand in national and/or international markets. Whether starting a new venture or for generating a new economic activity in already existing markets. As a learning program, students will use database and sources of information to strengthen the design of a business Idea.

COURSE OBJECTIVE

The main objective is to visualize and examine ideas and opportunities with in-depth analysis for start-ups businesses, including their models and main functions or for creating new businesses from already existing firms using electronic

information, business databases, the technological observatory of the Institute and other Creative and technological tools, in order to generate ideas and to identify strategic business opportunities in national and international markets, establish a procedure to manage existing products with a global view, and build, measure and manage brand equity. The objective is to analyse opportunity, innovation, and complexity of the start-ups. A list of case questions will be given each team to answer and report orally in class.

LANGUAGE OF INSTRUCTION English

PREREQUISITES None

Course Duration: **2 Weeks(10 Days)**

Course Schedule

Dates	Topics	External Faculty	Internal Faculty
05/12/16	<p>Introduction: Defining characteristics: Opportunity, Innovation, and Complexity. Defining entrepreneurs: undertaking opportunities by innovation and facing significant complexity in bringing a venture to scale. a) Mission, values and goals of the organization commensurate with the development of new ideas. b) Factors that emerged to develop new products. c) The role of the life cycle in the development of new products. d) Variables to examine in startups: (a) Established or new (b) individual or organizational (c) for-profit or not for profit (d) Ownership models e) The process of developing new products. f) Why new products fail?</p>	2HR	1HR

<p>06/12/16 to 07/12/16</p>	<p>Generation of Ideas with innovation and creativity: Learn to select the optimal strategy for the introduction of breakthrough ideas consistent with the objectives of start-ups and to establish a process for continuous management and development of existing and potential ideas internationally.</p> <p>a) Sources and Methods. b) Techniques for generating ideas. c) International and national trends regarding new ideas development. d) Stages of entrepreneurial ventures: i) concept ii) Implementation iii) growth iv) Maturity.</p>	<p>2HR</p>	<p>1HR</p>
<p>08/12/16 to 09/12/16</p>	<p>Development and Evaluation of Concepts and Prototypes: Understanding global consumer needs, learn to structure and prioritize the needs so as to clearly define the benefits that the product will provide when positioned in the segment of the market versus its competitors</p> <p>a) Research techniques that allow meeting the consumer focus groups, depth interviews. b) Ethnographic and anthropological studies. c) Process of evaluating new products.</p>	<p>2HR</p>	<p>1HR</p>
<p>12/12/16 Or 13/12/16</p>	<p>Prototyping and Benchmarking: Considering the product development and waste aspects of it, so that the product once used and discarded, have the least impact on the environment. Consider ways to use materials and to comply with the above</p> <p>a) Product Engineering (practicality, ergonomics, aesthetics) b) Comparison with similar products, benchmarking studies. c) Rationale for materials and costs. d) Analysis of prototypes. e) Time reduction in the introduction of new products. f) Quality Function Development g) Market tests</p>	<p>2HR</p>	<p>1HR</p>

<p>14/12/16 Or 15/12/16</p>	<p>Ideas Marketing and Branding: Evaluating the potential sale of a new idea and selecting the appropriate marketing mix for internationalizing the brand.</p> <p>a) Defining the target market. b) Quantitative and Qualitative measures. c) Brand Value, history of trademarks, historical and cultural background, and brand equity. d) Meaning and Essence of trademarks, physical attributes, psychological, emotional, perceptions, motivation, environment and positioning e) Language / Language of the brand, noun, adjective, verb paragraphs, links. f) Visual / Design, logo, typography, color-coded iconography, composition, relation text image. g) Communication, slogan, statement, taglines, call to action, tone of communication. h) Perception Maps: identification and strategic benefits. D) Perceptual, mapping perceptions. j) Is that a need? Prioritize needs. k) Positioning the product</p>	<p>2HR</p>	<p>1HR</p>
<p>16/12/16</p>	<p>Launching the new product: Develop the plan to launch the new product</p> <p>a) Marketing Plan. (Executive Summary) b) Communication of the New Product. Launch Strategies c) Legal framework. d) Training in the sales area. e) Operation manuals.</p> <p>Close: To implement the learnings from the Newest and Best start-ups cases from all around the world:-Background, competition, investments, and future possibility.</p>	<p>2HR</p>	<p>1HR</p>

Course Information:

Who can attend this course?

- University students at all level (business and engineering that aspire to become an entrepreneur or agents of change in corporate environment.
- Academicians
- Small scale industries representatives
- Executive and managing personal of manufacturing, service and government organizations.

Language of instruction

English

Prerequisites

Motivation and desire to learn

INSTRUCTOR



Prof. Mario Cortes
mario.cortes@itesm.mx

Prof. Mario Cortes is presently working as Academic Dean, School of business and Professor in Tecnológico de Monterrey, campus San Luis Potosí. His Focus areas of teaching interest includes Entrepreneurship, Product Development, New Business Evaluation, Marketing/ Coaching. He has got a rich teaching and Research experience. He worked as visiting a Professor to number of Universities such as **Florence University of Arts, Würzburg University, Germany, and Sogang University, South Korea** etc. for Courses of Product Development and Global Brand, Economics and Law and marketing etc.

He is an expert in the fields of corporate innovation, entrepreneurship and has an extensive professional experience of 17 years as a consultant for such international companies as Continental Tires, 3M, Estafeta, Gazprom, WTC Industrial, and ABB. Apart from consulting; he guided more than 20 startups from development of business models to prototyping and successful market entry.

He has contributed a chapter in the CECYTE Embarks On “*Corporate Image and Social Network Design*”. México: Instituto Nacional del Emprendedor. Academic network and contributed chapters’ and reviewed few books of management. He has got 08 international publication and over 10 professional papers, presentations, and proceedings publications involving two to three conferences per year.

INSTRUCTOR



Dr. Sunita Tanwar
sunitatanwar@cuh.ac.in

Dr. Sunita Tanwar is an expert in the field of Organization Behaviour, Human Resource Management and Entrepreneurship having 12 years of extensive teaching and research experience. She is presently working as an Assistant Professor in Department of Management Studies in School of Law, Governance, Public Policy and Management in Central University of Haryana, Mahendragarh. She is Ph.D. in Management from MLSU, Udaipur Rajasthan and Graduate in Computer Science. She has served many Universities like ITM University Gurgaon, Lingaya's University Faridabad and Rajasthan Vidyapeeth University, Udaipur, Rajasthan. She had supervised 6 PhD and 1 M.Phil. thesis. Dr. Tanwar has published three books and edited two books on research Methodology. She is on the advisory and editorial board of number of National and International Journals. Dr. Tanwar has more than 27 publications in the national and International Journal of Repute. She has chaired the technical sessions of International Conference and National Seminar. She has supervised more than 200 Research Projects of MBA students. She has got a corporate teaching experience in organizations like Kean India, Erickson Gurgaon.

Dr. Sunita is a certified Entrepreneurship educator from National Entrepreneurship Network in association with DST, NSTEDB and Wadhvani Foundation. She has completed Certificate course in Advanced Knowledge in Business models and business Plans, Launching Intensive Plan: High Impact infrastructure Design. She is Certified in Essentials of Entrepreneurship: Thinking and Learning from University of California, Irvine and Completed an online course on Understanding Research Methodology from University of London & SOAS. She is lifetime member of with Indian Society for training and Development, American Society for Quality and National Entrepreneurship Network.

Course Co-ordinator:

Dr. Sunita Tanwar

Room No. 114, Department of Management Studies, Academic Block,

Central University of Haryana,

Jant-Pali, Mahendergarh -123029

Phone: (+91) 9971807447

Email: sunitatanwar@cuh.ac.in

Fees: The rates of registration for one week/ Two weeks GIAN courses are proposed as per the details given below:

Candidate Types		Course Duration	
		One Week	Two weeks
Foreign participants		150 USD	300 USD
Industry participants		4,000 INR	8,000 INR
Faculty		2,000 INR	4,000 INR
Research students	Gen/OBC	1,000 INR	2,000 INR
	SC/ST	500 INR	1,000 INR

- The above fee include all instructional materials, computer use for tutorial and assignments, laboratory equipment usage charges, and 24 hr free internet facility etc.
- The participants will be provided with accommodation and all meals on payment basis.

Registration Process:

Once the ISWT Course is approved then University will create a registration page on its website along with details of registration and fee payment.