



# ENTREPRENEURSHIP

## **PROF. C BHAKTAVATSALA RAO**

Department of Management Studies  
IIT Madras

**PRE-REQUISITES :** No special pre-requisites except that must preferably in the Third or Fourth Year of UG

**INTENDED AUDIENCE :** Newly graduating UG and PG students, including MBA students; employed professionals seeking to set up their own enterprises; entrepreneurs and start-up founders seeking additional perspectives.

**INDUSTRIES APPLICABLE TO :** Start-ups may give weightage to this course

### **COURSE OUTLINE :**

This course provides a detailed overview of entrepreneurship as the foundation of business growth and value creation in the national economy. It provides multiple constructs for entrepreneurs to be successful, and pathways for their companies to achieve sustainable growth. Each week/module of the course will cover one specific theme/topic with conceptual perspectives as well as practical examples.

Upon successful completion of the course, the student will gain an expansive and deep appreciation of entrepreneurship, and its pivotal role in the economy. The student or aspiring entrepreneur will be able to approach entrepreneurship with clarity and focus, and an enhanced understanding of the key success factors as well as possible risks and potential mitigation strategies. A practising entrepreneur is likely to be able to navigate the opportunities and challenges of entrepreneurship more effectively with the additional insights available.

### **ABOUT INSTRUCTOR :**

Prof. C. Bhaktavatsala Rao received his Ph.D. Degree in Industrial Management and M.Tech. Degree in Industrial Engineering from the Indian Institute of Technology Madras, Chennai. He received his B.E. Degree in Mechanical Engineering from Sri Venkateswara University, Tirupati. Dr. C. B. Rao has over 46 years of diversified experience in driving business and organizational growth in reputed world-class Indian companies, including subsidiaries of global MNCs. His expertise and experience covers pharmaceutical and automobile industries as well as other industries. He led multiple value-adding growth initiatives in the companies he was associated with, spanning conceptualization, execution, and development of green-field and brown-field projects. Dr. C. B. Rao's recent formal leadership assignment was as Executive Chairman and Managing Director at Pfizer Healthcare India Private Limited (2010-2015). In 2016, Dr. Rao founded LeaderCrest Academy to share his experience and expertise with professional and academic communities. LeaderCrest is currently into high quality academic publishing. Dr. C. B. Rao serves as Ajit Singhvi Chair Professor in Management Studies at the Indian Institute of Technology Madras, Chennai. He also supports select global and Indian corporations as Senior Advisor and Director on the Boards. Dr. C. B. Rao has contributed over 170 papers in reputed management journals and business forums. He has authored and published nine books on strategy and leadership under the LeaderCrest banner over the last five years. Dr. C. B. Rao's teaching and research interests include competitive strategy, strategic management, business leadership and entrepreneurship, among others.

### **COURSE PLAN :**

The course structure and content covers, over a period of 12 weeks, the following 15 modules.

**Module 1:** Entrepreneurial Journey

**Module 2:** Entrepreneurial Discovery

**Module 3:** Ideation and Prototyping

**Module 4:** Testing, Validation and Commercialisation

**Module 5:** Disruption as a Success Driver

**Module 6:** Technological Innovation and Entrepreneurship – 1

**Module 7:** Technological Innovation and Entrepreneurship – 2

**Module 8:** Raising Financial Resources

**Module 9:** Education and Entrepreneurship

**Module 10:** Beyond Founders and Founder-Families

**Module 11:** India as a Start-up Nation

**Module 12:** National Entrepreneurial Culture

**Module 13:** Entrepreneurial Thermodynamics

**Module 14:** Entrepreneurship and Employment

**Module 15:** Start-up Case Studies