

# START UPS AND ENTREPRENEURSHIP: CASE BASED LEARNING APPROACH

## Overview

### COURSE OVERVIEW

This course focuses on actual cases of start-up businesses using a team case study method. We examine older and newer cases, and successful and unsuccessful startups.

### COURSE OBJECTIVE

The main objective is to examine in-depth startup businesses, including their models and main functions, through case study methods. Our approach centers on India startups. We look at company value propositions (describes what value the startup offers), value creations (describes structures, processes and actors involved in creating value offered) and value delivery (describes different customer segments, relationship to them, and channels applied to offer value).

<b>Date:</b>	<b>11<sup>th</sup> July,2016 to 23<sup>th</sup> July,2016</b>
<b>You Should Attend If...</b>	<ul style="list-style-type: none"> <li>▪ University students at all levels (Business and Engineering) that aspire to become an entrepreneur or agents of change in corporate environment</li> <li>▪ Executives and managing personal of manufacturing, service and government organizations</li> <li>▪ Academicians</li> <li>▪ Small scale industries representatives</li> </ul>

Rates of registration for one week /Two week GIAN Courses

Candidate Type		Course Duration
		Two Week
Foreign Participants		300 USD
Industry Participants		8000 INR
Faculty		4000 INR
Research Scholar/Student	Gen/OBC	2000 INR
	SC/ST	1000 INR

1. The above fee include all instructional materials, Computer use for tutorial and assignments, laboratory equipment usage charge and 24 hr. free internet facility etc.
2. The participant will be provided with accommodation and meals purely on payment basis

## The Faculty



**Presently Prof.** Roger N. Conaway is working as Professor in EGADE Business School, Mexican National Research System (Sistema Nacional de Investigadores) for international business courses and marketing communication. His Focus areas of teaching includes Human Resources, Organizational Behavior, and Sustainability Management. His areas of research interests are highly interdisciplinary varying from sustainability or “green issues” impacting business, cultural issues, organizational communication, and human resources topics. He has got a rich teaching experience for more than 19 years. He worked as visiting Professor also in *FLORENCE UNIVERSITY ITALY* and Professor in *STEINBEIS UNIVERSITY, BERLIN* and Professor (tenured), Professor Emeritus in *University Of Texas At Tyler*, Professor Emeritus in *UNIVERSITY OF TEXAS AT TYLER*. He has got 11 international publication and over 70 professional papers, presentations, and proceedings publications involving two to three conferences per year.



Dr. Sunita Tanwar is an expert in the field of Organisation 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 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 organisations like Kean India, Errickson Gurgaon. Dr. Sunita is a certified Entrepreneurship educator from National Entrepreneurship Network in association with DST, NSTEDB and Wadhvani Foundation. 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.

## Course Co-ordinator

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<http://www.cuh.ac.in/Gian.aspx>