

For Faculty

Courses

Faculty Development Courses

NEN faculty members, equipped by its Faculty Development Programs, are at the forefront, leading the entrepreneurship ecosystem development in their own campuses and in the community; creating and supporting entrepreneurs and contributing to economic development through indirect creation of jobs.

NEN's Faculty Development Programs are offered in four categories: Foundation Courses, Advanced Topics, High Impact Infrastructure Design, and Mentor Development.

a. Foundation Courses

Foundation courses provide orientation on entrepreneurship and establish the relevance of entrepreneurship to students, institutes and faculty. Core concepts and frameworks are taught using experiential, participant-centric outbound exercises, games, videos, cases and expert interactions.

These programs also provide key inputs around entrepreneurship program design and build the ability to develop and lead a wide range of activities on campus such as workshops, courses, internships and campus companies.

1. NEN Orientation Program

This program introduces faculty to the exciting world of entrepreneurship education, where innovative teaching methods and content energizes young people, unleashing their talents and ambitions. The Orientation Program connects faculty to colleagues across the country and introduces them to NEN resources. It also outlines their role as NEN faculty leaders.

2. Kick-starting the Entrepreneurial Campus

This particular module equips faculty members to run engaging entrepreneurship programs – that go beyond generating awareness and actually begin developing key skills and knowledge. The course provides solid grounding in effective entrepreneurship teaching methodologies with an emphasis on experiential learning.

3. Building Technology Ventures

This course has been designed exclusively for engineering and technology faculty. It unravels the entrepreneurial process for technology ventures and integrates entrepreneurship into engineering education. The course equips faculty with skills necessary to enable students translate an idea into a fundable technology business.

b. Advanced Topics

Advanced Topics courses offer in-depth knowledge and skills to faculty on key aspects crucial to start-ups – business models, sales, getting to market, raising money, building a

team, managing cash and IP management. These courses involve application of core concepts and frameworks to solve issues along the early and growth stage of the venture. Advanced pedagogies with live entrepreneur cases, investors and experts, case studies on emerging economies, tools and videos are used in the classroom. Emphasis is on immediate application of learning in the classroom and practicing on campus.

1. Business Models and Business Plans

An intensive three-day program, the Business Models and Business Plans program equips faculty with the necessary knowledge to guide entrepreneurs and students in understanding the key elements of a business concept. Using case studies, videos and research materials, participants learn to assess business opportunities, examine financing options, design business models, and finally, write structured business plans.

2. Getting to Market: Commercializing your Idea

The toughest hurdle for many entrepreneurs is getting their products off the drawing board and into the marketplace. Getting to Market effectively explores these challenges and arms faculty with an assortment of tools and techniques to help entrepreneurs overcome them in as cost effective and time efficient manner as possible.

3. Venture Capital, Angel Funding and Debt: Raising capital for your entrepreneurial venture

This program addresses key questions that challenge all entrepreneurs: how much money can and should be raised, when should it be raised and from whom, what is a reasonable valuation of the company, and how should funding be structured? This course comprehensively explores the financial tools needed by an entrepreneur in starting his or her own business.

4. Success Growth: Project to process

In Successful Growth: Project to Process, participants explore the critical frameworks required to build effective processes involving all key business functions in a start-up. Successful graduates of this unique program gain the skills, confidence and knowledge required to help entrepreneurs build robust systems and processes that vastly expand organizational capabilities.

5. Building organizations and Managing people for Strategic Advantage

Building Organizations and Managing People for Strategic Advantage helps participants systematically and strategically explore complex aspects of managing an organization's human assets. The course provides a good understanding of how to overcome these challenges by addressing four critical areas: organizational architecture for strategic advantage, leadership and motivation, team building, and negotiation in entrepreneurial settings.

6. IP Strategies for Building Competitive Advantage

IP Strategies for Building Competitive Advantage reveals the dynamics of Intellectual Property (IP) and lays bare the fundamental IP concepts and legal and business strategies applicable to start-ups. By the end of the program, faculty members are

equipped to help entrepreneurs identify their IP assets and design effective IP strategies to achieve organizational objectives.

7. Practical Ethics: Succeeding in a Transparent World

This is a unique course built on the foundation of Giving Voice to Values (GVV), a research and curriculum development program housed and supported by Babson College. The course is designed to enable participants evaluate the importance of ethics with the intention of identifying and practicing actionable strategies for value driven leadership. Graduates of this course gain an introduction to the GVV curricular development process and are capable of helping entrepreneurs identify what is right and also making it happen.

c. High Impact Infrastructure Design

For the campus entrepreneurship ecosystem to mature and realize the potential to create and support entrepreneurs, advance infrastructure in the form of innovation centers, incubators and entrepreneurship support centers need to be developed. High-impact Infrastructure Design courses address this need for greater in-depth knowledge and exposure for faculty involved in initiating and establishing infrastructure on campus. These programs enable them to understand the means and dynamics of infrastructure development and to strive to make these platforms world class.

1. Developing Advanced Infrastructure: IEDC/EDCs, Mentoring Units and Incubators

The Advanced Infrastructure program arms faculty members with the know-how for securing funds from government agencies to create advanced infrastructure and skills that are required to design and implement innovation driven entrepreneurship programs on campus. These programs engage students in exploring entrepreneurial opportunities, practicing starting a venture and commercializing innovations.

2. Building IP in Academic Campuses

This course helps faculty members equip themselves to guide, protect as well as leverage technology innovations by students on campus. They explore types of innovation in India and in different technology campuses across the globe, patterns of technology development and effects of the internal and external environment on innovations.

3. Tools for Successful Business Incubation

Tools for Successful Business Incubation helps faculty members understand the requirements of a successful business incubator program and equips them with the necessary resources. The course covers the most common needs of start-up entrepreneurial firms, the barriers they face, and inputs on how business incubators can promote their development.

d. Mentor Development Programs

Within academic institutes, the faculty plays a critical role as the first point of contact for young students aspiring to be entrepreneurs. These faculty members, particularly those with industry or entrepreneurial background, when trained, exposed and

provided experience progressively, become effective entrepreneur mentors. NEN Mentor Development Programs cover concepts and skills of entrepreneurship along the venture life cycle, the best teaching methods for entrepreneurs, an understanding of how to mentor new and practicing entrepreneurs, how to develop networks and match external resources to the needs of entrepreneurs.

1. Mentoring Skills Finishing School (MSFS)

This is a proactive two-day course offered to select faculty members on recommendation by the NEN consulting team based on the faculty's on-the-ground performance. The course is specifically designed to enable participants work efficiently with entrepreneurs in the pre-venture and early stage of the venture.

2. Entrepreneur Educator and Mentor Round Tables

Select educators and mentors from the community are brought together on this platform to facilitate this in addition to gathering inputs for devising newer engagement methodologies with entrepreneurs. While interacting with one another, faculty members gain new connections and knowledge from the exchange of impactful mentoring and training practices.

3. Tools for Growth

Tools for Growth is a unique, hands-on course developed in partnership with London Business School, under the Goldman Sachs 10,000 Women Program. During the multiple modules of the course, faculty members work with entrepreneur participants - immediately applying the tools they are learning and helping entrepreneurs develop action plans to use the tools and techniques to address growth challenges.

4. Kick-starting Ventures

In this module, participants learn how to mentor start-up ventures. During the intense, hands-on course, participants gain a very good understanding of many of the vital issues related to starting a high-potential start-up including assessing opportunities, testing business plans and understanding organizational requirements for the early stages of company growth.