



NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT

Certification Course on Innovation & Creativity for Business (CCICB)



About NFED

National Foundation for Entrepreneurship Development (NFED) is a socialistic organization based at Coimbatore, Tamil Nadu. It is predominantly into creating entrepreneurship cult across the nation through orientation, awareness, research and development activities since 2003. It has delivered numerous sessions on Entrepreneurship Development Programmes, Employability Skills, Career Development, Research through Faculty Development Programmes and Workshops, Self-Management Sessions and covered more than 200,000 beneficiaries across the nation.

NFED has been into infusing the entrepreneurship thought process amongst youths through its programmes and activities. In today's business, creativity and innovation plays a predominant role in fostering new product development and refurbishing old styles to cope-up with current trends. It is about innovative principles that the entrepreneur adopts through his / her creative abilities. The essence of enterprising is based on creativity and innovation inculcated by the entrepreneurs at large, which is proved by many successful entrepreneurs across the globe. Hence, the course on Innovation and Creativity for Business is quite essential for graduating students at B-Schools and Colleges intending to involve in entrepreneurship activities and its dimensions for sustenance and growth.

Course Outline

The course is designed to address the innovation inputs and creativity aspects along with business insights through both theoretical and practical approaches to provide the student community a platform for holistic learning. This certification course is designed to cover 60 percent of Innovation & Creativity and 40 percent of Start-up Avenues.



Learning Outcomes



- ▶ To increase the students' understanding towards business development alongside regular curriculum
- ▶ Insights on creativity and innovative concepts to foster new product development
- ▶ Learn various aspects that facilitate business prospects
- ▶ Promulgate start-up plans in an effective way and adopt strategies for its continuity
- ▶ Add enterprising spirit to bring in new vistas for business development



Course Syllabus



- ▶ Innovation and Ideation
- ▶ Creativity for Business Development
- ▶ Self-Management & Skill Acquisition
- ▶ Design Thinking
- ▶ Managing Innovation
- ▶ Understanding Business Start-ups
- ▶ Role of EDIs & TBIs
- ▶ Innovative Ventures & Investors Behaviour



Course Duration



- Basic**
4 - 6 weeks
- Advanced Certification**
6 - 8 weeks
- Diploma**
8 - 12 weeks