



Details of the Course

What is Ideation?

Ideation in Entrepreneurship means beginning stage of the Venture. Ideation is defined as the process involved in generating ideas, including gathering information on ideas and collecting thoughts about those ideas. Ideation is used to make improvements to existing products or services, in addition to generating new ideas and concepts for future developments.

Target Audience:

Ventures which are in the ideation stage/start-ups and are intended to learn and grow from the various opportunities and from the experiences of the successful entrepreneurs

About the course:

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| Length | 6 Weeks (Integrated with field work) |
| Effort | 3-4 hours per week |
| Institution | IIMBx |
| Course Name | Do your Venture |
| Subject | Business & Management |
| Level | Introductory |
| Language | English |
| Video Transcripts | English & Hindi |

Course Description:

- This hands-on, action oriented business and management course will introduce you to a systematic, scientific and an easy process of testing your ideas and opportunities you envision.
- You will learn the “DO your Venture” ideology, which will teach you common paths entrepreneurs take when launching their own venture. You will also learn the tools and techniques for generating ideas and then test your ideas in the field and gather feedback.

Learning Outcomes:

- How to integrate a strong action philosophy in developing entrepreneurial ideas, focusing around the "DO Your Venture" ideology
- Common paths taken by successful entrepreneurs, pre-venture, idea creation & evaluation
- How to rapidly develop and test ideas by gathering quick customer feedback
- Tools to successfully launch your venture including Lean Canvas.