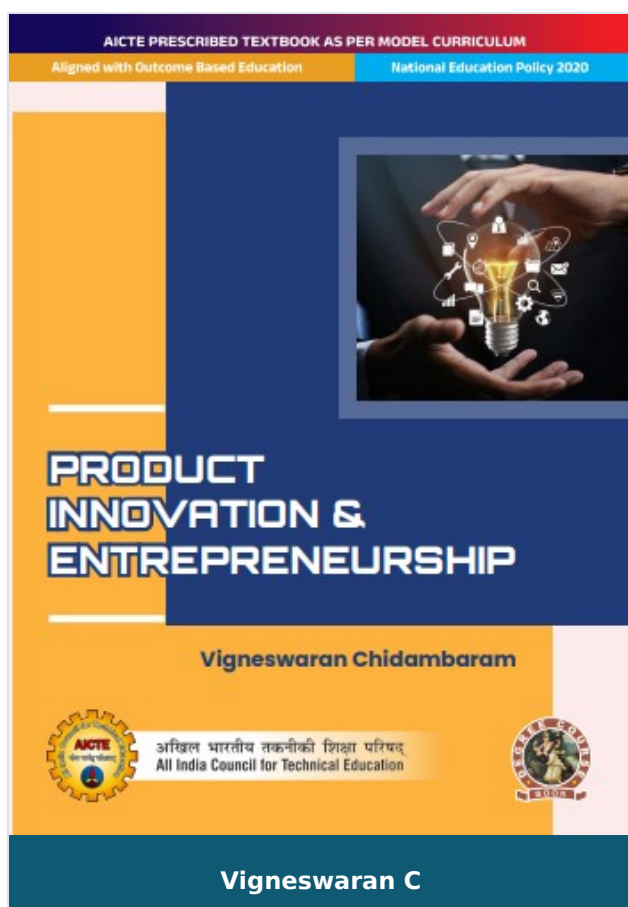




Product Innovation & Entrepreneurship

Author :	Vigneshwaran C
ISBN 13 :	978-93-55383-75-4
ISBN 10 :	9355383754
E-ISBN 13 :	978-93-55383-75-4
Edition :	First
Pages :	340
Type of book :	Physical
Year :	2026
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 598.00
Categories :	English Books, Book Store, AICTE Prescribed Textbooks
Condition Type :	New
Country Origin :	India

Product Description

Product Innovation & Entrepreneurship

This comprehensive book explores into the realms of product innovation and entrepreneurship, combining theoretical concepts with practical applications. It provides an in-depth exploration of topics such as innovation management, design thinking, market analysis, and venture creation. The logical organization of content and a plethora of problems with step-by-step solutions make this book an indispensable resource for students and practitioners alike.

Salient Features:

- The content of the book is meticulously aligned with the mapping of Course Outcomes, Program Outcomes, and Unit Outcomes, ensuring relevance and applicability to academic and professional settings.
- Each unit begins with clearly defined learning outcomes, empowering students to understand the expected competencies upon completion of the unit.
- The book incorporates abundant recent information, interesting facts, QR codes for accessing E-resources, and QR codes for leveraging ICT tools, enriching the learning experience for both students and teachers.
- It encompasses a balanced and chronological presentation of subject materials, catering to the needs of diverse learners.
- Enhanced clarity is achieved through the inclusion of figures, tables, and software screenshots, facilitating better comprehension of complex topics.
- An additional 'Know More' section in each unit encourages students to delve deeper into the subject matter, fostering a culture of continuous learning beyond the syllabus.

- Practice exercises, including short questions, objective questions, and long answer exercises, are provided at the end of each chapter to reinforce learning and enhance retention.
- Solved and unsolved problems, including numerical examples, are systematically addressed, aiding students in honing their problem-solving skills and reinforcing theoretical concepts with practical application.

Table Of Contents

- Foreword
- Acknowledgement
- Preface
- Outcome Based Education
- Course Outcomes
- Guidelines for Teachers
- Guidelines for Students
- Abbreviations and Symbols
- List of Figures
- Fundamentals of Entrepreneurship
- Product innovation
- Marketing and finance
- Venture creation
- Course project
- References for suggested Reading
- CO attainment table
- Index

Author

Vigneswaran C

Vigneswaran Chidambaram Assistant Professor (Selection Grade), Department of Production Engineering, PSG College of Technology