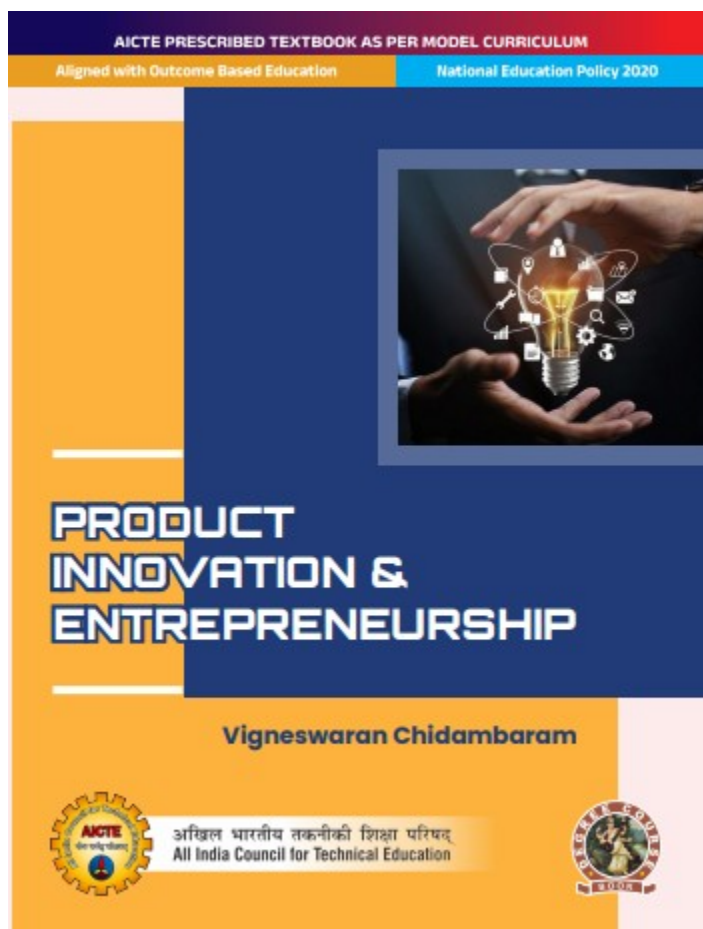




Product Innovation & Entrepreneurship

Author :	Vigneswaran C
ISBN 13 :	978-93-55383-75-4
ISBN 10 :	93-55383-75-4
E-ISBN 13 :	978-93-55383-75-4
Edition :	First
Pages :	340
Type of book :	Paperback
Year :	2026
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 598.00
Categories :	AICTE Prescribed Textbooks, English Books
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 Chidambaram Assistant Professor (Selection Grade), Department of Production Engineering, PSG College of Technology

