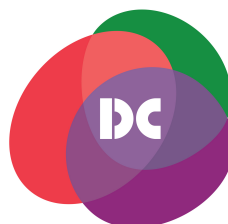


# DESIGN INNOVATION AND ENTREPRENEURSHIP



**A Course Offered by**



**SRM Innovation  
& Design Centre**

# All our dreams can come true if we have the courage to pursue them – Walt Disney



## *Design the Thinking before Thinking of the Design* - Dr Arun Jain, Chairman & MD, Intellect Design Arena Limited

The program begins with preparing a design mindset which starts from empathizing and validating the problems before jumping to the solutions. Partnering with [School of Design Thinking](#) gives an edge to this course in knowing all the professional tools and techniques to follow in problem identification and the design thinking approach in solving it.

[Know about SoDt](#)



## *In entrepreneurship you need to take the conflicts and use them as ways of adjusting the things you are working on so you can make them better* - Mr Ken Singer, MD SCET, UC Berkeley.

Technology Entrepreneurship is conceptualized into multiple courses inspired from the [Berkeley Method of Entrepreneurship](#) and the Startup semester @ UCB, which follows the unique method of Inductive and Journey based learning

[Know about BMoE](#)



## *If a picture is worth a thousand words, then a prototype is worth a thousand meetings* - IDEO

Prototyping comes in by providing a set of tools and approaches for properly testing and exploring ideas before too many resources get used. In the Minor Program you will be experiencing the hands-on [prototyping](#) with mentoring and funding support through a [DST grant](#).

[Know about Newgen IEDC SRM](#)



## Investors are employees you can never hire. We made sure to pick investors who thought like us - Biz Stone, Co-founder Twitter

SIIEC has a pool of Industry experts, Technical mentors, Angel Investors, Alumni network and [Seed funding](#) programs to take the prototype to MVP and Market ready stage.

[Know about partners](#)

There is no rocket science to being a doer,  
you have to Dive In – Guy Kawasaki



# Do it NOW !

## Engineering Skills with Entrepreneurship Mindset elevates one to build a Technology Startup

[MINOR CERTIFICATE ON ENTREPRENEURSHIP AND DESIGN INNOVATION](#)

The SIDC Minor Certificate in ***Entrepreneurship and Design Innovation*** offers SRMIST undergraduate students the opportunity to learn about technology innovation and entrepreneurship inspired by the Berkeley Method of Entrepreneurship.

In our classes, students will learn from experts in their fields, as well as their peers, and address real-world problems through hands-on group projects.

Students have the chance to build networks, learn how to start and grow their own startup, and strengthen transferable skills in areas such as leadership, teamwork, and communication.

The ***mindsets and skills*** introduced in Minor classes prepare students to become innovative leaders in their industry, jobs or ventures regardless of the field.

