

ENTREPRENEURSHIP

Programme Structure-2018

Course Code	Course Title	Lecture (L) Hours /Week	Tutorial (T) Hours /Week	Practical (P) Hours/Week	Total Credits
MGT2152	Orientation Programme in Entrepreneurship	2	-	2	3
MGT2252	Exploring Business Opportunity	2	-	2	3
MGT2352	Developing a Business Model	2	-	2	3
MGT2452	Translating Business Model into Startup	2	-	2	3
MGT2552	Advanced Programme in Entrepreneurship: Growth	2	-	2	3
MGT2652	Advanced Programme in Entrepreneurship: Expansion	2	-	2	3
	TOTAL				18

ENTREPRENEURSHIP

Syllabus - Semester First

ORIENTATION PROGRAMME IN ENTREPRENEURSHIP

Course Code: MGT2152

Credit Units: 03

Course Overview

The goals of this programme are to inspire students and help them imbibe an entrepreneurial mind-set. The students will learn what entrepreneurship is and how it has impacted the world and their country. They will be introduced to key traits and the DNA of an entrepreneur, and be given an opportunity to assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur.

The programme comprises several short courses, each focusing on a specific entrepreneurial knowledge or skill requirement such as creative thinking, communication, risk taking, and resilience and helping them become career ready, whether it is entrepreneurship or any other career.

Course Contents:

Module-I: Introduction to Entrepreneurship

Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, agencies in entrepreneurship management and future of entrepreneurship types of entrepreneurs.

Module-II: The Entrepreneur

Why to become entrepreneur, the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system, entrepreneurial success stories.

Module-III: E-Cell

Meaning and concept of E-cells, advantages to join E-cell, significance of E-cell, various activities conducted by E-cell

Module-IV: Communication

Importance of communication, barriers and gateways to communication, listening to people, the power of talk, personal selling, risk taking & resilience, negotiation.

Module-V: Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company), mission, vision and strategy formulation.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

(C - Case Discussion/ Presentation; HA - Home Assignment; V - Viva; CT- Class Test; A - Attendance; EE - End Semester Examination)

Learning Outcomes

At the end of the course, the students will:

- Develop awareness about entrepreneurship and successful entrepreneurs.
- Develop an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication.
- Understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective.

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Syllabus - Semester Second

EXPLORING BUSINESS OPPORTUNITY

Course Code: MGT2252

Credit Units: 03

Course Overview

The goal of this programme is to provide a space and platform for discovery, both self discovery and opportunity discovery. Students will discover their strengths in terms of an entrepreneurial founding team and learn basics such as opportunity discovery, prototyping, competition analysis, and early customer insights and participate in on-line and campus activities and events such as idea competitions, business plan challenges, etc.

Course Contents:

Module-I: Self-Discovery

Natural born entrepreneur, the reluctant entrepreneur, the hidden traits, discovers your own strength.

Module-II: Idea Generation

Sources of business ideas, how to find & assess ideas? Where to find data for ideation? What is a good problem? Opportunity recognition.

Module-III: Idea Evaluation

Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development , capstone project presentation.

Module-IV: Feasibility Analysis

Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

(C - Case Discussion/ Presentation; HA - Home Assignment; V - Viva; CT- Class Test; A - Attendance; EE - End Semester Examination)

Learning Outcomes

At the end of the course, the students will be able to:

- Further discover their strengths and weaknesses in terms of qualities and traits required to be a successful entrepreneur in the context of a founding team.
- Identify gaps in terms of qualities and traits required to be an entrepreneur, if any, and make a personal action plan to close those gaps.
- Develop the entrepreneurial mind-set further in terms of acquiring a business focus, creative thinking, risk-taking ability, and more.
- Learn about opportunity discovery and evaluation of viable business ideas for new venture creation.

- Practice critical talents and traits required for entrepreneurs such as problem solving, creativity, communication, business math, sales, and negotiation.
- Start customer development, validate their ideas, and learn what prototyping is.
- Understand the value of mentorship in the success of an entrepreneur and their ventures.

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Syllabus - Semester Third

DEVELOPING A BUSINESS MODEL

Course Code: MGT2352

Credit Units: 03

Course Overview

The goal of this program is to take the students from the MVP (Minimum Viable Product) stage to the Business Model stage, i.e. the students will acquire the skills required to transform their MVP into a business model. In this course, they will start building their teams by finding co-founders and perhaps even hiring. They will transform their business idea into the Business Model Canvas and will use it to further refine their MVP. They will also set up a digital presence and learn to use promotional channels and distribution channels to engage and serve their customers. Additionally, they will get started with various legal and operational aspects as well as initial funding concepts such as bootstrapping.

Course Contents:

Module-I: Team

Finding your team, art of team formation, teamwork planning, chief mentor/ founder & Co founders, team formation, and delegation of work.

Module-II: Preparation of Business model/Plan

Meaning and significance of a business plan, components of a business plan, and feasibility study, Iterating the MVP, Digital Presence for Ventures, Clarifying the value proposition, Guidelines for writing BP, pre- requisites from the perspective of investor.

Module-III: Business Model

The importance and diversity of business model, how business model emerge, potential fatal flaws of business models, components of an effective business model, core strategy, strategic resources, partnership network, customer interface.

Module-IV: Product/ Market Fit

Understanding basics of unit economics, cost and profitability, Refining the product/service, Establish the success and operational matrix, Starting Operations.

Customer Validation: Evaluate the efficiency with which customers can be captured and kept, Early insights on cost of customer acquisition, Other Stakeholder Validation, Customer Development and Experience.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

(C - Case Discussion/ Presentation; HA - Home Assignment; V - Viva; CT- Class Test; A - Attendance; EE - End Semester Examination)

Learning Outcomes

At the end of this course, the students will be able to:

- Acquire the skills and knowledge related to the various phases in venture creation process such as creating a business model and building a prototype.
- Practice entrepreneurship by forming and running a Campus Venture as part of a team.

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Syllabus - Semester Fourth

TRANSLATING BUSINESS MODEL INTO STARTUP

Course Code: MGT2452

Credit Units: 03

Course Overview

The students who are keen to launch their own venture will take this course. Students will select a vertical and launch their own venture. They will learn about market size, costs, channels and customer acquisition, business model and plan finalization, efficiency and growth processes.

Course Contents:

Module-I: Gaining marketing Intelligence

Identify the vertical you will operate in and the business opportunity, understand your customers and accurately assess market opportunity, minimum viable product and the lean method.

Module-II: Develop and validate business model for your venture

Value Proposition, Customer Segments, Channels and Partners, Revenue Model and Streams, Key Resources, Activities, and Costs Customer Relationships and Customer.

Module-III: Development Processes

Translate Business Model into a Business Plan, Visioning for venture, Take product or service to market, Deliver an investor pitch to a panel of investors, Identify possible sources of funding for your venture – customers, friends and family, Angels, VCs, Bank Loans and key elements of raising money for a new venture.

Module-IV: Business Plan & Startup-I

Get to market Plan, Effective ways of marketing for start-ups – Digital and Viral Marketing; Hire and Manage a Team, Managing start-up finance: The Concept of Costs, Profits, and Losses, Manage your Cash Flow, analyse your Financial Performance, budgeting.

Module-V: Business Plan & Startup-II

Establishing a ethical culture for a firm, Legal and regulatory aspects for starting up specific to your venture, Enhancing the growth process and creating scalability (customers, market share, and/or sales), Thorough understanding of market size, costs, margins, delivery channels, customer acquisition costs, Identify areas to build efficiency (product making, service delivery, and channels - key areas of the BM Canvas are identified by now), Finalize business model and plan, Have a 1-2 year roadmap and trajectory.

Module-VI: Obtaining Business Licenses and permits

Business Licenses, business permits, choosing a form of business organization, sole proprietorship, partnership, corporations, Limited Liability company.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

(C - Case Discussion/ Presentation; HA - Home Assignment; V - Viva; CT- Class Test; A - Attendance; EE - End Semester Examination)

Learning Outcomes

At the end of the course, the students will be able to:

- Launch a sustainable venture with a valid business model, with co-founder(s) on or off campus, and real paying customers.
- Create and validate a business model and business plan for their idea.
- Develop the Minimum Viable Product (MVP).
- Implement an inexpensive and optimum Go-to-Market plan for their business.
- Craft and present an effective business pitch for investors, partners and other stakeholders.
- Gain in-depth knowledge and relevant skills about a specific vertical.
- Students build a prototype or service, generate jobs and revenue.

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects including Student Venture; and Practical Experiences including challenges, internships and apprenticeships.

Syllabus - Semester Fifth

ADVANCED PROGRAMME IN ENTREPRENEURSHIP: GROWTH

Course Code: MGT2552

Credit Units: 03

Course Overview

The students who already have their own venture will take this course to focus on a growth agenda. They will learn advanced concepts and build sustainability in their venture in various ways such as Growth Financing, process refinement, and scalability.

Course Contents:

Module-I: Growth Opportunities

Characteristics of high growth new ventures, strategies for growth, and building the new venture capital, discovering and assessing opportunities for growth, developing a growth mind-set and visioning for growth, review the robustness and relevance of business model vis-à-vis current market situation, map financing decisions to business models and reiterating business models

Module-II: Retention & Expansion Strategies

Dealing with stagnation of customer base and developing customer base: expansion to new markets – options and strategies, product Life Cycle – Product Road Map; Getting to Plan B, *project to Process*: Build, adapt, test, and establish key processes and systems that enable efficiency, continuous and sustained innovation

Module-III: Developing the organizational capabilities for growth

Develop strong leadership capabilities, ability to delegate and manage key leadership tasks. o Streamline operations and organizational design to accommodate growth, Implement new and effective approaches to marketing and communication for customers, suppliers, and employees, Acquire new resources for strategic growth: executive hires.

Module-IV: Planning and streamlining financial/ Legal processes:

Managing cash for growth, Balance between profitability and growth costs, Role of business services – accountant, lawyer, Understanding legal requirements, and compliance issues, Exit options :Evaluating opportunities for acquisition; Growth financing, Scalability & efficiency improvements, IPR.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

(C - Case Discussion/ Presentation; HA - Home Assignment; V - Viva; CT- Class Test; A - Attendance; EE - End Semester Examination)

Learning Outcomes

At the end of the course, the students will be able to:

- Manage and grow their business in terms of jobs and revenue.
- Make a Growth Plan and pitch it to all stakeholders (investors, partners, key employees etc.).
- Sign up for advanced support for entrepreneurs – Mentor Platform.
- Identify key drivers of growth in a venture.

- Develop a growth mind-set.
- Understand the basics of organization and team building; and establishing policies to hire and retain staff.
- Understanding legal and compliance issues related to their business.
- Present a pitch for funding their growth plan.

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Syllabus - Semester Sixth

ADVANCED PROGRAMME IN ENTREPRENEURSHIP: EXPANSION

Course Code: MGT2652

Credit Units: 03

Course Overview

The students who have a sustainable venture will get ready for the expansion phase. They will focus on expansion and go on the path of creating a high-performance company. They will learn advanced concepts such as franchising, renewal, and profit maximization.

Audience

This course will be offered to all the students who have gone through Advanced Programme in Entrepreneurship. It is suitable for students, keen to continue to grow their ventures. Ideally, they will have a reasonable understanding of growth challenges and how to tackle them and would seek to expand further through inputs from this course.

Course Contents:

Module-I: Expansion model – Geographical/Franchising/Licensing routes to new market expansion

Module-II: Maximizing Profits- Testing price elasticity, Cost reduction through scaling up, Expanding offerings, other revenue streams (partnerships)

Module-III: Renewal - Similar to Take-off and Resource Maturity of SMEs

Module-IV: Harvesting Rewards-Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

(C - Case Discussion/ Presentation; HA - Home Assignment; V - Viva; CT- Class Test; A - Attendance; EE - End Semester Examination)

Learning Outcomes

At the end of the course, the students will be able to:

- Effectively tackle growth challenges of their venture.
- Nurture and apply a growth mind-set.
- Continue refining their business model.
- Draw an expansion plan for their venture.
- Scale up their business.
- HR policies, How to attract and retain key management team.
- Focus on revenue maximization.
- Build key aspects of adaptation and sustainability.
- Manage and grow their business in terms of expansion and look for partnerships.

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

PRACTICUM PROGRAMMES

- Practicum programmes enable real-world experiences that empower students to explore and strengthen their entrepreneurial abilities. Students join E-cells in the first year, build their skills through a series of activities, and practice by starting campus companies as they move forward.
- The Practicum Approach motivates and nurtures entrepreneurial development through hands-on work at the E-Cells. By managing operations of E-cells, interacting with entrepreneurs, organizing workshops, enabling start-up internships, and running campus companies, students apply learnings to real world situations and challenges. Additionally, all E-Cells participate in entrepreneurship events through the year.
- The Practicum Programme is designed to cater the learning needs of new (basic) students and advanced students in the entrepreneurship learning curve.
- A bouquet of 16 activities, 8 per category will be offered both for the Basic and Advanced students. In addition to two hands-on Programs.
- Additionally, a select number of students from each institute will be trained as leaders. These E-leaders manage the E-cells and run the Practicum activities along with the designated faculty.
- The structure of the Programme is provided in the below table.

Text & References:

- Ramachandran , Entrepreneurship Development, Mc Graw Hill
- Katz , Entrepreneurship Small Business, Mc Graw Hill
- Byrd Megginson,,Small Business Management An Entrepreneur's Guidebook 7th ed, McGraw-Hill
- Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, Cambridge University Press
- Hougaard S. (2005) The business idea. Berlin, Springer
- Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. Burlington, ButterworthHeinemann
- Léo-Paul Dana ,World Encyclopedia of Entrepreneurship, , Edward Elgar