



FIRST SEMESTER 2019-2020

Course Handout (Part-II)

Date: 06/01/2020

In addition to Part-I (General Handout for all courses appended to the timetable) this portion gives further specific details regarding the course.

Course No. : ECON F414
Course Title : Creating and Leading Entrepreneurial Organization
Instructor-in-charge : R. RAGHUNATHAN

1. Scope and Objective of the Course:

This course is designed for students who seek to become entrepreneurs, who want to join a growing firm in a strategic role, and who want to innovate to create new growth opportunities in an established firm. This course has three central themes: What makes an entrepreneur and how entrepreneurs behave; how entrepreneurs conceptualize new businesses; and, how they implement these businesses. The objective of the course is to introduce cutting-edge tools, frameworks, perspectives that allow students to acquire the basics of entrepreneurial management.

2. Text Book(s):

Reading materials (Shared in the course page at CMS).

3. Reference Books:

R1.	Entrepreneurship, Robert Hisrich and Michael Peters and Dean Shepherd, McGrawhill, 2018, 10 th Edition (ISBN: 9353163455 · 9789353163457)
R2.	Patterns of Entrepreneurship Management, Jack M. Kaplan, Anthony C. Warren, Wiley & Sons, 2016, 5 th Edition (ISBN: 978-1-119-23905-5)
R3.	HBR's 10 Must Reads on Entrepreneurship and Startups, Steve Blank, Marc Andreessen, Reid Hoffman, William A. Sahlman
R4.	Zero to One: Notes on Start Ups, or How to Build the Future, Peter Thiel, (ISBN0804139296, ISBN13: 9780804139298)
R5.	Entrepreneurship: The Practice and Mindset, Heidi M. Neck, Christopher P. Neck, Emma L. Murray, Sage Publications (ISBN 9781483383521)

4. Course Plan:

Lecture No.	Topics to be Covered	Learning Outcome	Ref.to Book(s)
1-3	Fundamentals of entrepreneurship: What is entrepreneurship?; Entrepreneurial mind-set; Venture types; Stages of new venture; Types of entrepreneur	<ul style="list-style-type: none">Define entrepreneurshipExplain stages of new venture	R1 Chapter-1





Lecture No.	Topics to be Covered	Learning Outcome	Ref.to Book(s)
4-7	Scan, identify & assess ideas: Sources of new ideas; Techniques for generating new ideas; Opportunity recognition & assessment	<ul style="list-style-type: none"> Assess and evaluate business opportunities 	R1 Chapter 4 & 5
8-9	Business Plan: What, when and for whom; Business plan drivers; Various facets of BP	<ul style="list-style-type: none"> Understand the what, why and when of a business plan 	R1 Chapter 7
10-13	Marketing Plan: Need and importance of marketing research; Tools and techniques for undertaking market research	<ul style="list-style-type: none"> Develop a marketing plan 	R1 Chapter 8
14-16	Operation and Production Plan: Product design & analysis; New Product Development, Product specifications and customer needs; Production, planning and control	<ul style="list-style-type: none"> Formulate operations/production plan 	CMS
17-20	Financial modeling: Basic elements of finance; Understanding cash flow; Budgeting; Balance sheets; Break-even analysis; Ratio analysis	<ul style="list-style-type: none"> Estimate/ predict the revenue, cash requirements 	R1 Chapter 10
21-24	Business Model: What, Why and How?	<ul style="list-style-type: none"> Develop an appropriate business model 	CMS
25-26	Revenue Model: What, Why and How?	<ul style="list-style-type: none"> Construct a suitable revenue model for the business 	CMS
27-28	Legal aspects of a business: Forms of business entities; Setting & winding up an entity; IPR's	<ul style="list-style-type: none"> Learn the forms of business as defined by law 	CMS
29-31	Raising Finance: Assessing financial requirements; Sources of finance	<ul style="list-style-type: none"> Outline the financial requirements of the venture Identify the sources of financing 	R1 Chapter 11 & 12
32-34	Launching and Growth of Business: New Venture launch and Managing Early Growth; Raising different resources; Motivating and inspiring a team; Implementation plan; Managing Growth; Why entrepreneurs do not scale up?	<ul style="list-style-type: none"> Organize resources for launching and managing the venture 	R1 Chapter 13 & 14





Lecture No.	Topics to be Covered	Learning Outcome	Ref.to Book(s)
35-36	Revival, Exit and End of a venture: Managing Change; Key strategies to turn around; Liquidation; Exit strategy for entrepreneur	<ul style="list-style-type: none"> Understand how to exit a venture 	CMS
37-38	Entrepreneurial Failure: Why start-ups' fail; what entrepreneurs can do to avoid failure	<ul style="list-style-type: none"> Identify the reasons for entrepreneurial failure 	CMS
39-42	Entrepreneurial Skills & Competencies	<ul style="list-style-type: none"> Define the key entrepreneurial skills and competencies 	CMS

Reading Assignments:

Students will be assigned with reading materials which they are required to read and come prepared to class. Course materials and information on selective in-class activities will be made available in the course page at 'CMS'.

5. Evaluation Scheme:

Evaluation Component	Weightage (%)	Duration	Operational Details	Nature of Component	Date and Time
Mid-semester Examination	30	90 min	Theory and or application questions	Closed book	05/03, 3.30 PM
Case Studies/ Assignment(s)	20	3 hours	Participation and or Report	Open book, In-class & Take home	19/04, 2:00 to 5:00 PM
Quiz (Announced)	10	30 min	MCQ's	Closed book	22/04, 4:00 PM
Comprehensive examination	40	3 hours	Theory and or application questions	Open book	11/05 (FN)

6. Chamber Consultation Hour: Monday, 5:00 p.m. - 6:00 p.m.

7. Notices: Notices, if any, will be shared in the course page at 'CMS' only.

8. Policies:

- For make-up, prior permission from the instructor in-charge should be taken
- Policies related to class attendance, unfair means and late submissions will be shared in the class

Instructor-in-Charge
ECON F414

