**SECOND 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.

1. **Text Book(s):**

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

1. **Reference Books:**

|  |  |
| --- | --- |
| R1. | Entrepreneurship, Robert Hisrich and Michael Peters and Dean Shepherd, McGrawhill, 2018, 10th Edition (ISBN: 9353163455 · 9789353163457) |
| R2. | Patterns of Entrepreneurship Management, Jack M. Kaplan, Anthony C. Warren, Wiley & Sons, 2016, 5th 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) |

1. **Course Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Lecture**  **No.** | **Topics to be**  **Covered** | **Learning**  **Outcome** | **Chapter in the Text Book** |
| 1-3 | Fundamentals of entrepreneurship: What is entrepreneurship?; Entrepreneurial mind-set; Venture types; Stages of new venture; Types of entrepreneur | * Define entrepreneurship * Explain stages of new venture | R1  Chapter-1 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Lecture**  **No.** | **Topics to be**  **Covered** | **Learning**  **Outcome** | | **Chapter in the Text Book** |
| 4-7 | Scan, identify & assess ideas: Sources of new ideas; Techniques for generating new ideas; Opportunity recognition & assessment | * 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 | * 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 | * 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 | * Formulate operations/production plan | | CMS |
| 17-20 | Financial modeling: Basic elements of finance; Understanding cash flow; Budgeting; Balance sheets; Break-even analysis; Ratio analysis | * Estimate/ predict the revenue, cash requirements | | R1  Chapter 10 |
| 21-24 | Business Model: What, Why and How? | * Develop an appropriate business model | | CMS |
| 25-26 | Revenue Model: What, Why and How? | * 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 | * Learn the forms of business as defined by law | | CMS |
| 29-31 | Raising Finance: Assessing financial requirements; Sources of finance | * 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? | * 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 | | * Understand how to exit a venture | CMS |
| 37-38 | Entrepreneurial Failure: Why start-ups’ fail; what entrepreneurs can do to avoid failure | | * Identify the reasons for entrepreneurial failure | CMS |
| 39-42 | Entrepreneurial Skills & Competencies | | * 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’.

1. **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) |

1. **Chamber Consultation Hour:** Monday, 5:00 p.m. - 6:00 p.m.
2. **Notices:** Notices, if any, will be shared in the course page at ‘CMS’ only.
3. **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

1. **Academic Honesty and Integrity Policy:** Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

Instructor-in-Charge

ECON F414