



# **COURSE DESCRIPTION (DETAILED)**

## COURSE CONTEXT

<b>SCHOOL</b>		<b>VERSION NO. OF CURRICULUM/SYLLABUS THAT THIS COURSE IS A PART OF</b>	
<b>DEPARTMENT</b>		<b>DATE THIS COURSE WILL BE EFFECTIVE FROM</b>	
<b>DEGREE</b>		<b>VERSION NUMBER OF THIS COURSE</b>	

## COURSE BRIEF

<b>COURSE TITLE</b>	Foundations of Entrepreneurship	<b>PRE-REQUISITES</b>	None
<b>COURSE CODE</b>		<b>TOTAL CREDITS</b>	3
<b>COURSE TYPE</b>	Core	<b>L-T-P FORMAT</b>	3-0-0

## COURSE SUMMARY

The course provides an overview of the different aspects of entrepreneurship starting from

What is the world of an entrepreneur like and who is an entrepreneur and what are the

Relevant expertise required to create an enterprise firm. A student is taken on a journey

from how to generate new ideas, explore new opportunities, and exploit the discovered

opportunities as well. The course also exposes the student to knowing the intricacies of

managing the venture, growing the venture, and developing a succession plan for the same.

This course also informs the student about the ethical conduct of entrepreneurs and how an

entrepreneur has a responsible role towards the society. The course lays emphasis on the

foundations of entrepreneurship for students to not only understand the same but also aspire to be part of the entrepreneurial community.

## COURSE-SPECIFIC LEARNING OUTCOMES (CO)

By the end of this program, students should have the following knowledge, skills and values:

CO1: To discuss the basic understanding of the relevant concepts and practice of entrepreneurship.

CO2: To recognize the essential criteria in the decision to become an entrepreneur or opt for entrepreneurship.

CO3: To demonstrate how the entrepreneurial process is of moving from just an idea to a viable and sustainable launch of an entrepreneurial firm/venture.

CO4: To practice with the basic tools and tactics required to manage and grow an entrepreneurial firm.

**Upon successful completion of the course a student will have learned:**

1. To apply the basic the concepts and practice of entrepreneurship.
2. How to take a planned decision about opting for entrepreneurship as a future path of career development and what are the critical expertise required to imbibe.
3. To identify and apply the methods to generate ideas, locate opportunities, manage opportunities and risks.
4. To formulate a business plan along with other the strategic tools for successful preparation and launch of a business venture.
5. To evaluate and analyse the social, ethical and culture issues related to the entrepreneurial setup.

How are the above COs aligned with the Program-Specific Objectives (POs) of the degree?

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## Detailed Syllabus

### Module 1 (Contact hours: )

#### Unit 1. DISCOVERING THE ENTREPRENEUR IN ME

- The Psychology of An Entrepreneur
- Who is an entrepreneur?
- The entrepreneurial mind-set: looking inside the black box
- Entrepreneurial expertise.
- Overview of Entrepreneurship
- Evolving concept of Entrepreneurship & Entrepreneurial Environment
- How to avoid the pitfalls of entrepreneurship – The Dark Side
- Myths & Realities about Entrepreneurship

## **Module 2 (Contact hours :)**

### **WHERE DO GOOD IDEAS COME FROM?**

- **Creativity in Entrepreneurship**
- **The Creative Process – Stages/Steps**
- **Creative Thinking – Techniques, Sources for Generation of Ideas, and Role of Imagination**
- **Effectuation, Improvisation, Analogous Thinking, etc.**
- **Problem Finding & Solving – Divergent /Convergent, Associative approaches and Improvisation**
- **The Innovation Dimension**
- **Barriers to Innovation**
- **Typology of Innovation**
- **Innovation and New Product Development – An overview**

## **Module 3 (Contact hours :)**

### **APPLIED ENTREPRENEURSHIP!**

#### **The Hatchery Sprint – A Hands-on Process of Entrepreneurship**

##### **Stage 1: Ideation & Team Formation**

- **The Founding team [their motivation/skills/etc.]**
- **Idea generation**

##### **Stage 2: Skills & Resources**

- **Resources and skills required**
- **Logistical/Legal requirements**

##### **Stage 3: Opportunity Analysis**

- **Macro-environment scanning**
- **Sizing the opportunity**
- **Stakeholder analysis**
- **Competition analysis**

##### **Stage 4: Customer analysis**

- **Customer segmentation**
- **Understand the customers' context/needs; personas**

##### **Stage 5 –The Early Solution**

- **Mock-ups & Prototyping**
- **Customer validation/demo**

##### **Stage 6 – Business Viability**

- **Value Proposition Canvas**

- **Cost/Revenue Model**
- **Marketing plan**

#### **Stage 7 - Getting ready to launch**

- **Business Model Canvas**
- **Pitching**
- **Social Impact Measurement**

#### **NOTES**

##### **Online Learning**

The course will utilize LMS as a communications and assessment tool. Students are expected to visit and actively scan the course LMS page regularly throughout the semester for announcements and resources that may be posted, including lecture videos, preparation guidance and additional material.

##### **Special Instructions, if any for the course**

Students are expected to:

- **Prepare well for each class by completing pre-class readings, case notes and other requirements as outlined/instructed.**
- **Complete all items of assessment within stated deadlines.**
- **Be prepared for impromptu and mock sessions.**
- **Prepare for formal presentations as allotted for the various evaluations.**
- **Read relevant periodicals like magazines, newspapers, and journals to develop a vocabulary bank as guided in the class.**

## **STUDIO WORK / LABORATORY EXPERIMENTS:**

## TEXTBOOKS/LEARNING RESOURCES:

## REFERENCE BOOKS/LEARNING RESOURCES:

- Charanthimath, Poornima M. (2016). Entrepreneurship Development and Small Business Enterprises. Pearson Education.
- Scarborough, Norman M., & Cornwall, Jeffrey R. (2016). Essentials of Entrepreneurship and small business management. Pearson Education.
- Hatten, T. S. (2012). Small business management: Entrepreneurship and beyond. South-Western, Cengage Learning.
- Robert D Hisrich, Michael P Peters, & Dean A. Shepherd (2017). Entrepreneurship. McGraw-Hill Education
- Drucker, P. (2014). Innovation and entrepreneurship. Routledge.
- McGrath, R. G., & MacMillan, I. C. (2000). The entrepreneurial mind set: Strategies For continuously creating opportunity in an age of uncertainty (Vol. 284). Harvard Business Press.
- Neck, H. M., Neck, C. P., & Murray, E. L. (2017). Entrepreneurship: the practice and mind set. SAGE Publications.

## TEACHING-LEARNING STRATEGIES

## EVALUATION POLICY

	<b>Components of Course Evaluation</b>	<b>Marks</b>
1	Assignment 1	20
2	Assignment 2	20
3	Mid-term Exam	20
4	End-term Exam	40