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O.P.Jindal Global University

Term End Assignment – Design Thinking

Question 1 Answer:

Inputs were obtained from each survey participant reflecting their responses to each of the six questions/criteria outlined above.

Participant	Introduction: Age: Gender: Nationality: Work experience: Entrepreneurial experience:	What should be the core courses?	What should be the elective courses in the curriculum?	How long should this program run?	What should be the course fee for the participants?	What should be the batch size?	What should be the duration of each lecture?
1.	Finance Executive, BI and data specialist, blockchain enthusiast Age: 36 Male South African Work Experience: Finance executive with over 10 years of progressive experience, served articles at KPMG, 8 years prior in terms of	Business Model Innovation Business, Politics and Social sciences Organisational culture and values Accounting Economics Operations Management Markets in Emerging Economies	Board of Directors Development Selection of Ventures to Scale with scaling strategy Brand Building Build minimum viable product and pipeline (MVP) Value building processes	18 months fulltime up to 48 Months part time	\$5000 per year	25	Max duration of 20 minutes per lecture

	<p>public speaking, counselling, and people management experience as a Pastor</p> <p>Entrepreneurial experience: As a Pastor went on fundraising campaigns to raise funds and seek corporate donations for the Church</p> <p>Regularly renting out stalls and advertising campaigns for a flea market on the church premises</p>	<p>Leadership</p> <p>Organisational Behaviour and People Management</p> <p>Research Methods</p> <p>Marketing</p> <p>Social Innovation and Entrepreneurship</p> <p>Business ethics</p> <p>corporate social responsibility</p> <p>Strategy</p> <p>Company Analysis and valuations</p>	<p>Venture Capital (VC) Pitch</p> <p>Research Report</p>				
2	<p>Businessman and entrepreneur owning food franchises and retail supermarket</p> <p>Age: 30 Male</p> <p>South African</p> <p>Work Experience: Experienced businessman for the last 12 years, growing the holding company from a startup to now owning multiple businesses grossing approximately</p>	<p>Technology Strategy</p> <p>Change, Innovation, and Entrepreneurship</p> <p>Venture Capital</p> <p>Venture Implementation</p> <p>Private Equity in Emerging Markets</p> <p>Entrepreneurship through Acquisition</p> <p>Entrepreneurial Management</p> <p>Financing of Innovation</p>	<p>Product Design</p> <p>Innovation</p> <p>Scaling Operations</p> <p>Design and Development of Web-Based Products and Services</p> <p>Product Management</p> <p>Enabling Technologies</p> <p>AI, Business, and Society</p>	18 – 36 months	\$6000 per year	30	Max duration of 25 minutes per lecture

	<p>R1million per month in turnover</p> <p>Entrepreneurial experience: Scaling from one single startup to now owning 4 businesses with further expansion plans.</p>	<p>Financing of Buyouts and Acquisitions</p> <p>Legal Aspects of Entrepreneurship</p> <p>Advanced Negotiation</p> <p>Managing Strategic Partnerships</p> <p>Corporate Development: Mergers & Acquisitions</p> <p>Social Entrepreneurship</p> <p>Business Model Innovation Strategy</p> <p>New Product Management</p> <p>Entrepreneurial Marketing and Electronic Commerce</p>	Research report				
3	<p>Professional Quantity Surveyor, BSc Quantity Surveying (Hons)</p> <p>Age: 28 Female</p> <p>South African</p> <p>Work Experience: 8 Years' experience in Construction Industry – Managing construction projects</p>	<p>Entrepreneurial Finance</p> <p>Entrepreneurship and Global Capitalism</p> <p>Entrepreneurial Sales and Marketing</p> <p>Managerial Capitalism</p> <p>Entrepreneurial Solutions</p>	<p>Breakout Strategy</p> <p>Design for business transformation</p> <p>Economics of information and intellectual property</p> <p>International Business innovation and management</p>	18 months fulltime – 54 months part - time	\$7000 per year	35	Max duration of 20 minutes per lecture

	<p>Entrepreneurial Experience: Structured Property Developments for a filling station and sold to a third party</p> <p>Structured a student accommodation development and sold to a third party</p>	<p>Entrepreneurship through Acquisition Application</p> <p>Projects in Business Management</p> <p>Product Management</p> <p>Financial Management of Smaller Firms</p> <p>Investing - Risk, Return, and Impact)</p> <p>Launching Technology Ventures</p> <p>Law, Management and Entrepreneurship</p> <p>Managing the Future of Work</p> <p>Managing Technology Ventures</p> <p>Public Entrepreneurship</p> <p>Sales Management and Strategy</p> <p>Venture Capital and Private Equity</p>	<p>Advanced Strategy</p> <p>Digital Business</p> <p>Research report and practical examination</p>				
4	<p>Professional Accountant SA,</p> <p>Age: 28 Male</p> <p>South African</p> <p>Work Experience: 9 Years of experience in the</p>	<p>Business Problem solving</p> <p>Corporate finance</p> <p>Business Analytics</p> <p>Financial Accounting</p>	<p>AI Ventures</p> <p>Digital Business Model Design</p> <p>Entrepreneurial Finance</p>	12 months full-time – up to 36 months part-time	\$6000 per year	30	Max duration of 15 minutes per lecture

	<p>Accounting and Auditing industry serving advisory and assurance clients. Studied part-time while working and served articles.</p> <p>Entrepreneurial Experience: Assisted father in the shop over weekends whilst schooling and attending University. Started a cake-making business with the family and sold it 3 years later.</p>	<p>Management Accounting</p> <p>Innovation and entrepreneurship</p> <p>Managerial Economics</p> <p>Marketing</p> <p>Strategy</p> <p>Organisational Behaviour</p> <p>Sales Management</p> <p>Digital transformation</p> <p>Data Analytics and Visualisation</p> <p>Design Thinking</p> <p>Investment and Risk Management</p> <p>Macroeconomics</p> <p>Microeconomics</p> <p>Operations</p>	<p>Entrepreneurial Journey</p> <p>Leading Social Innovation</p> <p>Venture Capital Finance</p> <p>Digital opportunities and startups</p> <p>Research report</p>				
5	<p>Accounting General Associate (AGA) SA,</p> <p>Age: 30 Female</p> <p>South African</p> <p>Work Experience: 12 Years of experience in the public sector Accounting and</p>	<p>Management Accounting & Finance</p> <p>International Human Resource Management</p> <p>International Business Operations</p> <p>International Management</p>	<p>International Corporate Sustainability</p> <p>Venture Capital & Private Equity</p> <p>Innovation, Creativity & Entrepreneurship</p>	18 – 36 months	\$6500 per year	35	Max duration of 25 minutes per lecture

	<p>finance management serving local government</p> <p>Entrepreneurial Experience: Started a catering business with her mom whilst schooling and attending university. The business is still running today from her retired parent's home and serves delights to the local community to this day.</p>	<p>International Marketing Management</p> <p>Research Methods Introduction</p> <p>Information Management</p> <p>Innovation, Creativity & Entrepreneurship</p> <p>International Corporate Law</p> <p>Business Ethics</p> <p>Strategic Management</p> <p>Venture Capital & Private Equity</p>	<p>Critical Perspectives on Entrepreneurship</p> <p>Digital transformation</p>				
6	<p>LLB, Practicing attorney</p> <p>Age: 26 Female</p> <p>South African</p> <p>Work Experience: 6 Years of experience in a law firm as a practising labour attorney. 1 year now started my own practice and looking to grow the business.</p> <p>Entrepreneurial Experience: Started selling cellphones whilst in school to</p>	<p>New Venture capital and Creation</p> <p>Management of Innovation & Entrepreneurship</p> <p>Strategies for innovation</p> <p>Marketing Research</p> <p>Transformational solutions and Entrepreneurial Challenges</p> <p>Innovation & Sustainability - Cleantech Revolution</p> <p>Managing Innovation</p>	<p>Nanotechnology</p> <p>Biotechnology</p> <p>Microelectronics</p> <p>Pharmaceuticals</p> <p>Medical diagnostics and treatments</p> <p>Information and communication</p> <p>Agribusiness</p> <p>Research report with practical examination</p>	18 – 36 months	\$5500 per year	35	Max duration of 20 minutes per lecture

	<p>friends and family and slowly grew the business to fifteen units a month. Then sold the business in the last year of campus and with the proceeds settled all study loans and was able to purchase a vehicle to use to travel to campus.</p>	<p>Intellectual Property Law & Commercialization</p> <p>Managing Family Enterprise</p> <p>Managing International Enterprise</p> <p>High Technology Business Development</p> <p>Design Thinking and Innovation</p> <p>Entrepreneurial Strategy</p>					
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Answer Question 2:**Entrepreneurial experience:**

Entrepreneurial Student Wes is a business owner who seeks to hone his abilities and position himself for future business expansion. He has a postgraduate qualification from his college days, on-the-job training, and experience from his business activities. Still, he knows that he will require an MBAIE in innovation and entrepreneurship to continue growing and reinventing his business. Wes is searching for a program with online courses that will allow him to juggle education and work.

Non-Entrepreneurial experience:

Postgraduate Sally is a college student aged twenty-five who is beginning her MBAIE hunt. Her day-to-day activities include college work, extracurricular activities, spending time with friends and family, and applying to and enrolling in the ideal master' program. Her primary concerns include affording her education, the institution's location, and locating an MBAIE program in Innovation and entrepreneurship. She obtains information from college resources, such as her guidance counsellor, college fairs, social media, and her web research.

Answer Q3:

Inputs received from faculty members:

The general undertone of the primary objectives centred around lifelong learning skills which are critical to student development and learning outcomes:

Communication skills

Teamwork skills

Social capital skills (persuasion, negotiation, networking)

Creativity and innovation skills (alertness, opportunity spotting)

Guerrilla skills (bootstrapping, acquisition of resources)

Motivational skills (psychological capital, empowerment)

Entrepreneurial thinking skills (independent and critical thinking; self-management; adapting)

Feedback received from Dr Patnaik:

One must consider both the Local view vs Global Lense factoring in regional differences

The Course must contain the following courses:

Business Modelling Innovation – Business planning model

 Experiential learning: Subset of business model innovation

Social entrepreneurship – how do we drive societal change

Entrepreneurial finance – must be well versed in finance. Always sure of P&L

Design Thinking – an essential part of the course

Predictive Analytics – a critical component

Digital business and transformation

Feedback received from Prof. Saha

The curriculum must contain the following courses:

Core courses	Elective courses
Macroeconomics	Technology innovation
Financial Accounting	Intellectual property management
Managerial Accounting	Data Analytics
Corporate Finance	Business networking
Organisational behaviour	Entrepreneurship for marketing
Human resource management	Business values
Strategic marketing	Finance for all
Global supply chains	Building high-performance teams
Operations management	Outlook of the fintech industry
Entrepreneurship – managing innovation	IT industry
Business communication - Critical thinking and reflective writing	Managing innovation
Business Statistics	Technology innovation
Quantitative research methodology	Strategic management
Qualitative research methodology	Business process outsourcing
Market research	Restructuring, mergers, and acquisitions
Emerging markets	Emersion program – how does the business work
Marketing for entrepreneurship	Emerging tech, Ai and Blockchain

Course Participants must work on their own business through the course and give them something tangible e.g., a business plan. They should then present to the selection committee, applying the concepts within their own project and raising funding.

Course Curriculum must have flexibility with a maximum of 5 years of completion.

Q4 Answer

Chalked out an initial course curriculum. Includes all the details noted in Question 1.

Course Curriculum:

Core Courses	Credits	Elective Courses	Credits
Business Model Innovation	5	Scaling Technology Ventures - Breakout Strategy	3
Leveraging Global Opportunities	5	Design for business transformation	3
Entrepreneurial finance	5	Economics of information and intellectual property	3
Strategy and Leadership	5	International Business innovation and management	3
Company Analysis and Valuations	5	Advanced Strategy and strategic management	3
Business, Politics and Social Sciences	5	Digital Business	1.5
Organizational Value and Culture	5	Technology innovation	3
Financial and Management Accounting	5	Intellectual property management	3
Economics (Macro and Micro)	5	Business Intelligence and Data Analytics	3
Global Operations Management	5	Emerging Tech, AI and Blockchain	3
Global Markets and Emerging Economies	5	Outlook of the Fintech Industry	1.5
Organisational Behaviour and People Management	5	Emersion Program (Compulsory)	5
Business Statistics	5		
Research Methods	5		
	5		

Marketing for Entrepreneurship	5	Research report and practical examination (Compulsory)	5
Entrepreneurship – managing innovation	5		
Managing Performance using Data	5		
Design Thinking	5		
Social Innovation and Entrepreneurship			
Business ethics and Corporate social responsibility	5		
	5		
Quantitative and Qualitative research methodology	5		

Course program Duration: 18 – 60 months

Course fee per year: \$6000

Batch size: start 30 growing to 40 over 4 years

Duration of each Lecture: 15min

Answer Question 5

Participant No.	Intro: Age: Gender: Nationality: Work experience: Entrepreneurial experience:	Feedback on the core courses?	Feedback on the elective courses in the curriculum?	Feedback on the program duration?	Feedback on the course fee?	Feedback on the batch size?	Feedback on the duration of each lecture?
1	Old Participant	Good core courses selection, maybe too many subjects, can reduce by 1 or 2 subjects	Excellent, based on his 20 years of expertise in financial management, marketing management, corporate leadership, and preaching, Rocco recognises innovation. This sparked his curiosity in considering enrolling himself in an online MBAIE program. He expresses a desire for the MBAIE programs to be free of specialisations and electives. Managing Performance Using Data, for example, combines management economics and managerial accounting. Leveraging Global Opportunities is another course that covers operations and supply chain	Satisfied	Fee may be too high Reduce by \$500	Start with 20 students and grow to 40 students over 4 years	Satisfied

			management without forcing students to specialise in one area.				
2	Old Participant	Happy with courses but made the following inputs:	An online Master of Business Administration in Innovation and Entrepreneurship (MBAIEIE) program should not be limited to textbook chapters and instructor-led courses. A strong MBAIE program should expose students to a variety of global viewpoints and points of view. The future will be all digital. Anything that can be imagined may most likely be digitised. Many industries (food, banking, energy, transportation, and so on) will be disrupted, and the disruption will not be linear, therefore students must be prepared to become innovation leaders in their chosen business field.	Satisfied	Satisfied with fee	Satisfied	Could increase by a few minutes
3	Old Participant	Suggest reducing by 1 or 2 subjects for core courses. Could maybe add to electives	Experiential learning opportunities are central to the curriculum, equipping business professionals with practical skills and information from real-world situations. Everything must be brought together via curricular integration. A typical MBAIE curriculum consists of	Satisfied	Satisfied with fee	Could reduce batch size for more personal attention	Could increase by a few minutes

			MBAIE classes that focus on several business disciplines as though they were distinct and unrelated. Courses in human resources and corporate finance may be offered in the first year of a program with several alternatives. MBAIE specialty programs supplement the first year with elective courses that focus on certain areas, such as healthcare, or job-specific abilities, such as financial accounting.				
4	New participant background: CEO at Financial education company, Edtech, Financial Literacy, Youth Skills Development, Stokvel Enthusiast, FAIS Training, Educational Podcasts	Suggest core courses are sufficient but suggested adding more electives to give a more diverse array of subject selection to students	The integrated module design of the online MBAIE program draws people in. This participant said, "I love the integrated curriculum since everything is interconnected and each topic is taught by three professors," this is something unique that I was seeking straight away. companies do not operate in silos, why should an MBAIE curriculum? Students want to be able to study business in the context of their real-world experiences, as well as appreciate the interconnectivity of these essential business disciplines, with an integrated	Satisfied	Satisfied with fee	Satisfied	Could increase by a few minutes

			approach. Students must investigate the new information and economic theories that dominate digital business models. The culmination of experiential learning is the application of the content in a research project.				
5	New: visionary, creative strategist, public speaker, and writer. He began his career with the First Rand Group, beginning with Momentum Insurance and progressing to Rand Merchant Bank Asset Management before joining Eskom Pension Fund as an investment accountant and investment performance analyst.	Suggests that core courses are sufficient but could increase electives and must contain research reports with a practical exam	I want to improve my leadership abilities, the participant stresses. An innovative MBAIE program is that it is geared to assist students in developing abilities that will assist them in their professions. As the workplace evolves, so do professionals' perspectives on their occupations. Regardless of job title relevance, participants are increasingly emphasising entrepreneurship and the development of transferrable skills and knowledge.	Satisfied	The fee could be increased	Satisfied	Satisfied
6	New: A serial entrepreneur and investor with interests	These core courses and electives are appropriate for the MBAIE program	looks like a program That puts the future first. It looks adaptable and	Satisfied	Satisfied with fee. University should	Satisfied	Could increase

	in real estate, personal financial health, wealth management training, and FinTech through his firms.		coherent. Most working persons who are contemplating MBAIE programs do not want to leave their jobs to attend typical, full-time MBAIE programs. They want a curriculum that allows them to complete courses when it is convenient for them, such as after their children have gone to bed. As a result, their ambitions are to enhance their careers, grow as ethical leaders, and provide value to their organisations while preserving a work-life balance.		provide flexible terms of payment		by a few minutes
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Education in entrepreneurship comprises comprehensive personal development and change that must equip students with information, skills, and attitudes. This enables students to apply a mindset of entrepreneurial thinking, passion, and action orientation to their lives, careers, communities, and new companies. Thus, the proposed MBA in entrepreneurship and innovation management equips students with a variety of knowledge (e.g., sales, marketing, business planning), skills (e.g., communication, entrepreneurial thinking, teamwork, creativity), attitudes (e.g., self-efficacy, internal locus of control), and values (e.g. honesty, integrity, pride) through a variety of contexts (e.g. working independently, in a team, or for a company) and fields (e.g. business).

Final Course Curriculum taking all feedback into account:

Course program Minimum of 70 credits for core courses broken down into 3 semesters
22 credits for elective courses required, electives to be chosen and 2 compulsory examinations
A total of 90 credits are required to obtain the qualification
Minimum Duration: 18 – 60 months
Course fee per year: \$6000
Batch size: start at 30 growing to 40 over 4 years

Duration of each Lecture: 15min

Course Structure:

Core Courses	Credits	Elective courses	Credit
Semester 1			
Business Model Innovation	3	Emerging Concepts and issues in Management	3
Leveraging Global Opportunities	3	Scaling Technology Ventures - Breakout Strategy	3
Entrepreneurial finance	3	Digital Business Transformation	3
Strategy and Leadership	3	Economics of Information and Intellectual property	3
Marketing for Entrepreneurship	3	International Business Innovation and Management	3
Business, Politics and Social Sciences	3	Advanced Strategy and Strategic management	3
Organizational Value and Culture	3	Technology innovation	1.5
Financial and Managerial Accounting	3	Business Intelligence and Data Analytics	3
Semester 2		Build Minimum Viable Product and Pipeline (MVP)	3
Economics (Macro and Micro)	3	Emerging Tech, AI and Blockchain	3
Global Operations Management	3	Outlook of the Fintech Industry	1.5
Global Markets and Emerging Economies	3	Building High-Performance Teams	1.5
Organisational Behaviour and People Management	3	Business Process Outsourcing	1.5
Business Statistics	3	IT Industry	3
Research Methods	3	Restructuring, Mergers, and Acquisitions	3
		Venture Capital (VC) Pitch	3
Final Project Year 1 – Innovation Lab	4		
Semester 3			
Entrepreneurship – managing innovation	3		
Managing Performance using Data	3		
Design Thinking	3		
Social Innovation and Entrepreneurship	3	Emersion Program (Compulsory)	4
Business ethics and Corporate social responsibility	3	Capstone – Research report (Compulsory)	4

Quantitative and Qualitative research methodology	3		
Venture Capital - Company Analysis and Valuations	3		