

COURSE TITLE	ENTREPRENEURSHIP
COURSE CODE	04BC0327
COURSE CREDITS	2

Objective:

- 1 NA

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the fundamental concepts and principles of entrepreneurship
- 2 Identify and evaluate business opportunities and develop a viable business plan
- 3 Gain insights into the entrepreneurial ecosystem in India
- 4 Develop skills for managing and scaling new ventures

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	0	0	0	50	50

Contents : Unit	Topics	Contact Hours
1	Introduction to Entrepreneurship Theoretical Concepts (max 5 hours) - Definition and importance of entrepreneurship (include very brief history of entrepreneurship in India) - Types of Entrepreneurship (small, startup, corporate etc) - Entrepreneurship Trends (social, sustainable, solo AI-led and role of technology - AI, blockchain, others) - Entrepreneurial mindset and skills (resilience, adaptability, curiosity, optimism) - Assessing entrepreneurial fit – a brief introduction to Risk Type Compass, Entrepreneurial Mindset Profile (EMP), Strengths Finder (study personality profile) - Characteristics of successful entrepreneurs ; Learning from failure Case Studies (minimum 2 hours) - Case studies of successful entrepreneurs, both Indian and Global • Global Tech startup – AirBnB/ Chesky • India Tech startup – Zerodha/ Kamath • Social or Sustainable venture – SELCO/Hande or Goonj/Gupta • Corporate venture – Birla Opus Paints	7

Contents : Unit	Topics	Contact Hours
2	<p>Opportunity Identification and Business Planning Theoretical Concepts (max 5 hours) - Identifying business opportunities - Market research and analysis (add use of GenAI tools for research) - Developing a business idea - Components of a business plan - Feasibility analysis - Pitching the business idea Case Studies (1 hour) - Review of a few successful startup business plans and startup pitch decks Group Task (2 hours) • “Critical Review of Business Feasibility” - the remaining classroom plays devil’s advocate to a business idea being presented by a group of students. Forces a rigorous evaluation from customer demand, competition, pricing, regulatory and many perspectives • Real market research - Students pick a real business idea and conduct primary market research using in-person visits, cold calls, emails, Google Forms. They present summary of their findings – customer preferences, pain points, market size, competitive analysis</p>	8
3	<p>Managing the New Venture Theoretical Concepts (max 5 hours) - Legal and regulatory framework for startups in India - Funding and financing options - alternate financing options like crowd funding, Factoring/cash-flow based financing, etc.) - Building the team - Marketing strategies for startups - Operations and supply chain management - Case studies of Indian startups Industry Session (1 hour) - Industry speaker or/ panel - Fund raising lessons from startup founder/s Group Task (1 hour) - Create 1-page writeup on low-budget marketing strategies for a business idea (chosen by student or instructor) Industry Based Project - Create 1-page writeup on how Dream11 and such online gaming startups dealt with changes in regulation.</p>	7
4	<p>Scaling and Sustaining the Venture Theoretical Concepts (max 5 hours) - Strategies for growth and expansion - “Importance of Bootstrapping” like Zoho, Zerodha, Kaynes) - Managing growth - Innovation and technology in entrepreneurship - Social entrepreneurship and sustainability (introduce circular economy models, green business strategies) - Exit strategies - Future trends in entrepreneurship Case Studies (3 hours) - Food-delivery app Zomato’s journey from early stage to IPO - Compare radically diverse approaches to startup success o Zerodha – bootstrap and still private o Nykaa, Flipkart, BigBasket – VC backed, IPO/acquisition - Explore growth journey of any one non-tech startup – Bombay Shaving Company or Paperboat or Bira Assignment / Industry Based Project - Create a 2-page writeup on an innovative circular economy business idea – include ideal buyer/customer profile, competition, market trends, impact of policy/regulation/taxation, your pricing power, 5-year revenue forecast and marketing strategy for growth (this is akin to a mini business plan)</p>	8
Total Hours		30

Textbook :

- 1 Entrepreneurship: Theory, Process, Practice, Donald F. Kuratko, Cengage Learning, 2023
- 2 The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company, Steve Blank and Bob Dorf , Wiley, 2012

References:

- 1 Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth, Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth, Navi Radjou, Jaideep Prabhu, and Simone Ahuja, Jossey-Bass, 2012
- 2 The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Eric Ries , Crown Business, 2011
- 3 Zero to One: Notes on Startups, or How to Build the Future, Zero to One: Notes on Startups, or How to Build the Future, Peter Thiel & Blake Masters, Crown Business, 2014
- 4 The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers, The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers, Ben Horowitz, Harper Business, 2014
- 5 The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything, The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything, Guy Kawasaki, Portfolio, 2015
- 6 Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder and Yves Pigneur, Wiley, 2010
- 7 The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It, The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It, Michael E. Gerber, Harper Business, 1995

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	30.00	30.00	20.00	0.00

Instructional Method:

- 1 Lecture

Supplementary Resources:

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