



**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)**  
**ENTREPRENEURSHIP THEORY and PRACTICE (GM608)**  
**CREDIT: 2 Credits**  
**SESSION DURATION: 60 Minutes**

**TERM: III**  
**YEAR: 2018**  
**BATCH: 2018-20**

**FACULTY:** DEVESH BAID  
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**Office Hrs.** 9.30 AM to 5.30 PM  
**Consulting Hrs.** 2.30 PM to 5.30 PM

**Course Introduction:** Entrepreneurship is all about identifying customer problems and creating new solutions which addresses those problems in a more meaningful manner. Research has shown that a systematic approach of problem solving increases chances of success and in turn create wealth for self and others. This course introduces participants to this process and help them undertake this bumpy road of entrepreneurship.

**Learning Outcomes(Los):**

1. To know about entrepreneurship traits and qualities.
2. To understand and apply design thinking process to real world problems.
3. To understand process of developing solution demo and minimum viable product.
4. To know entrepreneurial eco-system in India to help them start their own venture.

**Course Pedagogy:** The course will use lectures, presentations, videos, case studies, and games to teach concepts relating to entrepreneurship. Field projects will be an important component of this course in addition to class room sessions. This will help them to apply techniques learnt in classroom to a real scenario.

**Course Readings:**

- Reading handout will be provided.

**Additional Readings:**

1. Entrepreneurship by Hisrich R. D., Manimala M. J., Peters M. P., & Shepherd D. A., Mc Graw Hill (Special Indian Edition), 9<sup>th</sup> Edition, 2017.
2. Entrepreneurship by Roy Rajeev, Oxford University Press, Second Edition, 2011.
3. The Lean Start Up by Eric Ries, Penguin, 2016.

**Course Evaluation criteria:**

1. CP	10%
2. Group Assignment – Business Canvas	20%
3. Group Assignment - Prototype	20%
4. Mid Term	20%
5. End Term	30%

**Session Plan:**

Session No.	Topic	LOs	Reading / Cases
1 & 2	Introduction to Entrepreneurship	1	Presentation and Discussion
3 & 4	Effectuation	2	What Makes Entrepreneurs Entrepreneurial: Principles of Effectuation Case Study: Subash Chandra
5 & 6	Design Thinking Process	2	Video , Lecture and Discussion
7 & 8	Idea Generation	2	Ch – 4: Creativity and The Business Idea. DISRUPT Model
9 & 10	Idea Generation	2	SCAMPER Alternative Use Exercise Word Charad Game
11 & 12	Evaluating Ideas – Three age Process	2	Decision Matrix Analysis Paired Comparison Analysis 5 Q Framework
13 & 14	Developing Value Proposition Canvas	3	Exercise
15 & 16	Developing a Business Model	3	Video and Discussion  Business Canvas by Ash Maurya
17 & 18	Prototype and Minimum Viable Product	3	Video, Lecture, and Discussion
19	Financing for Start Ups and Drawing a Project Report	4	Lecture and Discussion
20	Entrepreneurial Eco-System in India	4	Lecture and Discussion