

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
POST GRADUATE DIPLOMA IN MANAGEMENT
ENTREPRENEURSHIP THEORY AND PRACTICE (GM608)
CREDIT: 2 CREDITS
SESSION DURATION: 60 MINUTES

TERM: III
ACADEMIC YEAR: 2019-20
BATCH: PGDM-2019-21

FACULTY: Devesh Baid

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Office hours: 9.30 AM to 5.30 PM (**Office:** Faculty Block B)

Consulting hours: Prior Intimation

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., McGraw Hill (Special Indian Edition), 9th 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%	LO1 to LO5
2. Group Assignment – Business Canvas	20%	LO2
3. Group Assignment - Prototype	20%	LO3
4. Mid Term	20%	LO1 TO LO2
5. End Term	30%	LO1 TO LO4

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