



Course Outline

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
PROGRAMME NAME: THREE YEARS PGDM
ENTREPRENEURSHIP THEORY and PRACTICE (Course Code)
CREDIT: 2 credits
SESSION DURATION: 90/120 Minutes

YEAR: 2018

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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.

Course Objectives:

- To know about entrepreneurship traits and qualities.
- To understand and apply design thinking process to real world problems.
- To understand process of developing solution demo and minimum viable product.
- 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:

Text Book

- Entrepreneurship by Roy Rajeev, Oxford University Press, Second Edition, 2011.
- Reading handout will be provided at the beginning of the course.

Reference Books:

1. Entrepreneurship by Hisrich R. D., Manimala M. J., Peters M. P., & Shepherd D. A., Mc Graw Hill (Special Indian Edition), 9th Edition, 2017.

Course Evaluation criteria:

1. Assignment – GOOTB - 20%
2. Assignment – Business Canvas - 20%
3. Assignment - MVP - 20%
4. End Term – 40%

Session Plan:

Session No.	Topic	Reading / Cases
1.	Introduction to Entrepreneurship	GETT Test
2.	Achievement Motivation	Ring Toss Game
3.	Effectuation	What Makes Entrepreneurs Entrepreneurial Principles of Effectuation
4.	Design Thinking Identifying Problem and Generating Ideas	Ch – 4: Creativity and The Business Idea (Ent) DISRUPT Model
ASSIGNMENT – GOOTB		
5 & 6	Evaluating Ideas – Three Stage Process	Decision Matrix Analysis Paired Comparison Analysis 5 Q Framework
7 & 8	Developing a Business Model	Lean Canvas by Ash Maurya
ASSIGNMENT – BUSINESS CANVAS		
9.	STP and Mapping The Consumption Chain	17 Point Consumption Chain
10.	Blue Ocean Strategy, Value Proposition Canvas, MVP, and Market Fit	IPL Case: Applying 4 Action Framework
11.	Financing for Start Ups and Crowdfunding as Emerging Source of Finance	
12.	Entrepreneurial Eco-System in India	
ASSIGNMENT – SOLUTION DEMO / PROTOTYPE / MVP		
13	Course Review	