



## 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**

**FACULTY:** DEVESH BAID

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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), 9<sup>th</sup> 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<br>Principles of Effectuation  |
| 4.  | Design Thinking<br>Identifying Problem and Generating Ideas            | Ch – 4: Creativity and The Business Idea (Ent)<br>DISRUPT Model         |
| <b>ASSIGNMENT – GOOTB</b>                           |  |   |
| 5 & 6   | Evaluating Ideas – Three Stage Process                                 | Decision Matrix Analysis<br>Paired Comparison Analysis<br>5 Q Framework |
| 7 & 8   | Developing a Business Model  | Lean Canvas by Ash Maurya   |
| <b>ASSIGNMENT – BUSINESS CANVAS</b>                 |  |   |
| 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                                    |   |
| <b>ASSIGNMENT – SOLUTION DEMO / PROTOTYPE / MVP</b> |  |   |
| 13  | Course Review  |   |