

Course Code	Course Title	L	T	P	C
BMGT108L	Entrepreneurship	3	0	0	3
Pre-requisite	NIL	Syllabus version			
		1.0			
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. The course aims to enable students to explore the concepts of entrepreneurship and understand the role of entrepreneurship in driving economic growth and development</li> <li>2. This course shall aim to develop an entrepreneurial mind-set among students</li> <li>3. The students will understand opportunity identification through design thinking, learn to analyse market estimation, build compelling, value based solution and validate MVP to test their solutions</li> <li>4. The student shall create sustainable business model, construct effective business plans and prepare an investible pitch deck to attract stakeholders</li> <li>5. Overall, the course provides students with an opportunity to appreciate the start-up journey by engaging in building a practice venture.</li> </ol>					
<b>Course Outcomes:</b> At the end of the course, the student will be able to					
<ol style="list-style-type: none"> <li>1. Understand the concepts of entrepreneurship and the characteristics of successful entrepreneurs.</li> <li>2. Comprehend the process of opportunity identification through design thinking, analyse market trends and customer needs to develop a compelling value proposition for an MVP.</li> <li>3. Analyse and refine business models to ensure sustainability and profitability</li> <li>4. Create business plan, conduct financial analysis and feasibility analysis to assess the financial viability of a venture, build a pitch and deliver it with confidence to potential stakeholders.</li> </ol>					
<b>Module:1</b>	<b>Introduction to Entrepreneurship</b>	<b>7 hours</b>			
<p>Entrepreneur and Entrepreneurship, Evolution of the concept &amp; Emerging Trends in Entrepreneurship, Myths about Entrepreneurship, Role of Entrepreneurial Teams, Entrepreneur vs Intreprenuer, Creativity, Innovation and Inventions, Diffusion of innovation. Technology and innovation, Types of technological innovation, Disruption, How technology is changing business models and the society.            Activity – General Enterprising Tendency test and formation of venture teams            Masterclass</p>					
<b>Module:2</b>	<b>Evaluating Entrepreneurial Opportunities</b>	<b>6 hours</b>			
<p>Understanding the Problem and opportunity, Define problem using Design thinking principles and validate Problem, Recognizing the market opportunity, Environment scanning, Market types, Identifying customer and estimating the market size            Activity – Problem statement canvas, Crafting the customer persona and market estimation. Case study – Desi Hangover and Verloop Master Class</p>					
<b>Module:3</b>	<b>Problem-solution fit</b>	<b>6 hours</b>			
<p>Importance of Value Proposition, Knowing Customer Job, Pains, and Gains using Value Proposition Canvas, Developing Problem-solution fit, Differentiating features and benefits of the product/service. Competition analysis, Competitive positioning and understanding unique selling points. Activity – Build your VPC Canvas, conduct competition analysis and create your MVP. Case study – HoneyTwigs and Inzpiria Master Class</p>					

<b>Module:4</b>	<b>Understanding Business model and Build Your MVP</b>	<b>6 hours</b>
Introduction to Business model and types, Lean approach 9 block lean canvas model. Building a Minimum viable product, MVP Validation, Importance of Build - Measure – Learn approach. Activity – Build lean canvas, MVP and Conduct MVP Validation. Case Study- NUOS and Knorish Master Class		
<b>Module:5</b>	<b>Business Planning</b>	<b>6 hours</b>
Business planning: components of Business plan- Sales plan, People plan and financial plan, Preparing a business plan. Financial Planning: Types of costs, COGS, Break-even, preparing the financial plan using financial template and learning to interpret it. Activity – Business planning templates Case Study- Both Gems Master Class		
<b>Module:6</b>	<b>Overview on Go to Market strategies</b>	<b>6 hours</b>
Introduction to Go to market strategies, start-up branding and its elements, Selecting the Right Channel, creating digital presence, building customer acquisition strategy. Activity- Craft your Brand positioning statement. Case Study- Data Sutram. Master Class		
<b>Module:7</b>	<b>Managing Growth and Funding</b>	<b>6 hours</b>
Understanding basics of Unit economics, Operating profits, CAC, CLV, ARPU, Churn rate and Burn rate. Exploring Growth strategies and the financial performance. Introduction to Funding strategy, identifying sources of funds: Debt & Equity, Map the Start-up Lifecycle to Funding Options, Build an Investor ready pitch deck. Activity- Developing 3–5yr financial projection & examine unit economics. Craft your Brand positioning statement and build your pitch Deck. Case Study- Torch-It & 100Xvc Master Class		
<b>Module:8</b>	<b>Contemporary Issues</b>	<b>2 hours</b>
	<b>Total Lecture hours:</b>	<b>45 hours</b>
<b>Text Book(s)</b>		
	<ul style="list-style-type: none"> <li>• Innovation and Entrepreneurship: Practice and Principles by <i>Peter F Drucker</i></li> <li>• Entrepreneurship: A South-Asian Perspective by <i>D. F. Kuratko and T. V. Rao</i>, CENGAGE, 2016</li> <li>• Entrepreneurship by <i>Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha</i>, McGrawHill, 11th Edition, 2020</li> <li>• Ries, E. (2011). <i>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</i>. Crown Business.</li> <li>• Blank, S. G., &amp; Dorf, B. (2012). <i>The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company</i>. K&amp;S Ranch.</li> <li>• Roy, R. (2017). <i>Indian Entrepreneurship: Theory and Practice</i>. New Delhi: Oxford University Press.</li> <li>• Osterwalder, A., &amp; Pigneur, Y. (2010). <i>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</i>. John Wiley &amp; Sons.</li> </ul>	

Reference Books																											
	<ul style="list-style-type: none"> <li>• Ignite program, wadhvani platform</li> <li>• Zero to One: Notes on Startups, or How the Build the Future by <i>Peter Thiel</i></li> <li>• The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by <i>Eric Ries</i></li> <li>• Entrepreneurship, NPTEL online course By <i>Prof. C Bhaktavatsala Rao</i>   IIT Madras</li> </ul>																										
2.	<p><b>Mode of Evaluation:</b></p> <p>Final Assessment Test– 40 Marks (End-term written examination)            Continuous Assessment Test – 60 Marks (100% Ignite Program Assessment-Milestone Deck)</p> <table border="1"> <thead> <tr> <th>Sl.no</th> <th>Continuous Assessment Component *</th> <th>Weightage</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Idea pitch presentation (Milestone 1)</td> <td>25%</td> <td>15</td> </tr> <tr> <td>2.</td> <td>Lean Canvas submission &amp; MVP presentation (Milestone 2)</td> <td>25%</td> <td>15</td> </tr> <tr> <td>3.</td> <td>Business plan Submission (Milestone 3)</td> <td>25%</td> <td>15</td> </tr> <tr> <td>4.</td> <td>Pitch Deck Presentation &amp; Viva Voce (Milestone 4)</td> <td>25%</td> <td>15</td> </tr> <tr> <td></td> <td><b>Total</b></td> <td><b>100%</b></td> <td><b>60</b></td> </tr> </tbody> </table> <p><b>*Internal evaluation:</b>            Assessments take place through Ignite program's Learning Management System (LMS). Students collaborate in venture teams, working on their unique venture ideas across four program milestones. Templates for each milestone are available in the LMS. Weekly classes, blending theoretical learning with hands-on activities, lead to the creation of these milestones. The course concludes with students submitting a final pitch deck for a viva voce presentation.</p>			Sl.no	Continuous Assessment Component *	Weightage	Marks	1.	Idea pitch presentation (Milestone 1)	25%	15	2.	Lean Canvas submission & MVP presentation (Milestone 2)	25%	15	3.	Business plan Submission (Milestone 3)	25%	15	4.	Pitch Deck Presentation & Viva Voce (Milestone 4)	25%	15		<b>Total</b>	<b>100%</b>	<b>60</b>
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Approved by Academic Council		No. 72	Date 13-12-2023																								