



**JAIPURIA INSTITUTE OF MANAGEMENT
PGDM; TRIMESTER III; ACADEMIC YEAR 2019-20**

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| Course Code and title | GM 303: Workshop on Entrepreneurship |
| Credits | 1 |
| Term and Year | III Term, 2019 -20 |
| Course Pre-requisite(s) | Workshop on Design Thinking(WODT) |
| Course Requirement(s) | Knowledge of Basic Marketing, Finance, & HR Fundamentals |
| Course Schedule (day and time of class) | Wednesdays and Thursdays |
| Classroom # (Location) | Thursdays 101,102,103 |
| Course Instructor | Dr Deepak Pandit |
| Course Instructor Email | Deepak.pandit@jaipuria.ac.in |
| Course Instructor Phone (Office) | |
| Student Consultation Hours | 2:00 to 4:00 every Saturday at Centre for entrepreneurship and incubation |
| Office location | |

1. Course Overview

Entrepreneurship is one of the most powerful forces to create social and economic mobility because it is opportunity centred and rewards talent and performance. It enables people to pursue and realize their dreams, to falter and to try again and to seek opportunities that match who they are, what they want to be and how and where they want to live. Entrepreneurs do things differently. It is about optimizing the use of various available resources for doing business differently. Many entrepreneurs become celebrities through their success, while some may not be so successful. But there is no doubt that all of them contribute to the spirit of entrepreneurship. Success or not, entrepreneurship is the different experience itself. Nothing is better than doing a business which one likes.

The Course will be in Workshop Mode and is synergistic to the Workshop on Design Thinking. Normally, the groups formed for the Workshop on Design Thinking will remain same and will work further on the product/service they had selected in the workshop or on some other product/service to convert that into a sustainable business model and will prepare a business plan for the same. The objective is to convert some of these business plans into actual business propositions.

2. Graduate Attributes (GAs), Key Differentiators (KDs), Programme Learning Outcomes (PLOs), and Course Learning Outcomes (CLOs)

Graduate Attributes (GAs)

- GA 1: Self-initiative
- GA 2: Deep Discipline knowledge
- GA 3: Critical Thinking and Problem Solving
- GA 4: Humanity, Team-Building and Leadership Skills
- GA 5: Open and Clear Communication
- GA 6: Global Outlook
- GA 7: Ethical Competency and Sustainable Mindset
- GA 8: Entrepreneurial and Innovative

Key Differentiators (KDs)

- KD 1: Entrepreneurial Mindset
- KD 2: Critical Thinking
- KD 3: Sustainable Mindset
- KD 4: Team-Player

Programme Learning Outcomes (PLO)

The graduates of PGDM at the end of the programme will be able to:

- PLO 1: Communicate effectively and display inter-personnel skills
- PLO 2: Demonstrate Leadership and Teamwork towards the achievement of organizational goals
- PLO 3: Apply relevant conceptual frameworks for effective decision-making
- PLO 4: Develop an entrepreneurial mindset for optimal business solutions
- PLO 5: Evaluate the relationship between the business environment and organizations
- PLO 6: Demonstrate sustainable and ethical business practices
- PLO 7: Leverage technologies for business decisions PLO
- 8: Demonstrate capability as an Independent Learner

Course Learning Outcomes (CLOs):

After attending the workshop, the students will be able to:

- CLO 1: Visualize the entrepreneurial process [K]
- CLO 2: Explore new venture opportunities [K & S]

CLO 3: Develop a sustainable business model and write a business plan for the same [S]

3. Mappings

Mapping of CLOs with GAs

| | GA 1 | GA 2 | GA 3 | GA 4 | GA 5 | GA 6 | GA 7 | GA 8 |
|--------------|--------------------|-------------------------------------|--|--|--|-------------------|---|---------------------------------------|
| | Selfinitiat ive | Deep discipline knowled ge | Critical thinking & Problem solving | Humility, Team- Building and Leadershi p Skills | Open and Clear Communi cation | Global outlook | Ethical competency &sustainabl e mindset | Entrepren eurial and innovative |
| CLO 1 | | | | | | | | X |
| CLO 2 | | | | | | | | X |
| CLO 3 | | | | | | | | X |
| Total | | | | | | | | 3 |

Mapping of CLOs with Key Differentiators (KDs)

| | KD 1 (Entrepreneurial Mindset) | KD 2 (Critical Thinking) | KD 3 (Sustainability Mindset) | KD 4 (Team Player) |
|--------------|--------------------------------------|-----------------------------|-------------------------------------|-----------------------|
| CLO 1 | X | | | |
| CLO 2 | X | | | |
| CLO 3 | X | | | |
| Total | 3 | | | |

Mapping of CLOs with PLOs

| | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| CLO 1 | X | | X | X | | | | |
| CLO 2 | | X | | X | X | | | |

| | | | | | | | | |
|--------------|---|--|--|----------|---|--|--|--|
| CLO 3 | | | | X | | | | |
| Total | 1 | | | 3 | 1 | | | |

Mapping of CLOs with KSA

| CLOs | Knowledge (K) | Skills (S) | Attitude (A) |
|--------------|---------------|------------|--------------|
| CLO 1 | X | | |
| CLO 2 | X | X | |
| CLO 3 | | X | |
| Total | 2 | 2 | |

4. Books and References

Text Book

- Robert D. Hirsch, Michael P Peters and Dean A Shepherd. , Entrepreneurship (10th ed.), New Delhi: McGraw Hill (HPS)

References:

Jeffrey Timmons and Stephen Spinelli (2009), New Venture Creation: Entrepreneurship for the 21st Century (57th ed.), New Delhi: Tata-McGraw Hill (TIM)

Internet Resources

- www.nenonline.org: This is the website of the National Entrepreneurship Network (NEN) which includes a lot of study material and resources on various aspects of entrepreneurship
- www.ted.com: This website contains in numerous innovative business ideas which are successfully implemented.
- www.entrepreneur.com: This website contains narrates inspiring success stories of an entrepreneur.

5. Session Plan

| Workshop No. | Topic/ Sub Topic | Reading Reference | Pedagogy | CLOs |
|--------------|---|---|--|-------|
| Sessions 1 | Introduction to Entrepreneurship, Entrepreneurial Process | <ul style="list-style-type: none"> • <i>Hirsch & Peters Chapter 1 10th edition</i> • Entrepreneurial Process – Handout | Examples / Video/ Exercise | CLO 1 |
| Sessions 2 | Distinguishing Entrepreneurship and Intrapreneurship. Introduction to Entrepreneurial Continuum | <i>Hirsch & Peters Chapter 2 10th Edition</i> | Case on Intrapreneurship Discussion | CLO 1 |
| Session 3 | Idea Generation Exercise Group Formation | Free Wheeling Group Discussion Idea Generation Exercise in groups | Exercise Framework Discussion | CLO 2 |
| Session 4 | Industry Analysis Analyze competition <i>Segmentation</i> | Turner Test Prep/ Gourmet to Go Company Pg. 439 to 441 Hirsch & Peters 10th edition | Case Discussion | CLO 3 |

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|-------------------|---|---|--|-------|
| Session 5 | <i>Customer Value Proposition</i> Customer Jobs, Pains, and Gains User Value Proposition of your solution | Value Proposition Canvass https://www.strategyzer.com/canvas/value-proposition-canvas Students to download | Video: Value Proposition and Assessing Fit Activity | CLO 3 |
| Session 6 | <i>Opportunity Assessment Plan</i> | Homesake: Homerun in Home Décor Ivey Case Hirsch & Peters 10 th edition | Case discussion | |
| | TAM SAM & SOM concepts | | | |
| Sessions 7 | <i>Business Model Canvas</i> | Ostarwelder Business Model Canvas https://www.strategyzer.com/canvas/business-model-canvas Students to download Getting your business Idea to business model | Discussion + Video | CLO 3 |
| Session 8 | Group Presentations (Format to be provided electronically) | | | |
| Tutorial Sessions | TBD | | | |

6. Assessment Tasks

| Assessment Component | Description | Weightage | CLOs |
|----------------------|-------------|-----------|------|
|----------------------|-------------|-----------|------|

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|---|---|---|----------|
| Business Plan (Group) To be submitted in Soft copy in ppt and word (Group) | Group Project (~ 5 students per group): Prepare a Business Plan on Consisting of Problem/ Opportunity/ Value Proposition/ Market Estimation (TAM/SAM/SOM) and B Model Canvas. Submission Deadline within one week of completion of course | 50 (Half marking for presentation made in 8 th Session) | CLO 2, 3 |
| Case Study (Individual) | Each student to submit a maximum 500 words write up on specific Questions asked for two cases. Evaluation will be done for both cases with each case submission carrying 25 marks. | 50 | CLO 1 |
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Assessment Rubric

- B Model & B Plan** :A set of activities are planned for students to articulate the Problem being solved, value proposition of their ideas and develop a business model canvass. These activities will be aided by templates and instructions in class and written submissions on prescribed format/ online received. These will be assessed and graded as follows

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|----|--|
| 2. | Describing the problem being solved - 10 Marks (5 for PPT + 5 for Report) |
| 3. | Describe how is it being solved Value Proposition Canvass -10 Marks (5 for PPT + 5 for Report) |
| 4. | External analysis including competition mapping -10 Marks (5 for PPT+5 for Report) |
| 5. | Estimating Opportunity -10 Marks (5 for PPT + 5 for Report) |
| 6. | Business Model Canvas -10 Marks (5 for PPT + 5 for Report) |

- Case Study Analysis:** Students will be required to analyses 2 case studies. This will be an individual component and assessment will require the understanding of entrepreneurial perspective and various frameworks like segmentation, entrepreneurship process, value proposition, opportunity, market estimation among other business aspects. Each Case study analysis will carry 25 marks. Submission due within one week of case discussion no late submissions allowed

7. Academic Conduct

Institute's Policy Statements

It is the responsibility of every student to be aware of the requirements for this course, and understand the specific details included in this document. It is emphasized that this course requires a significant commitment outside of formal class contact. The learning tasks in this course may include classes (lectures or seminars), required reading, preparation of answers to set questions, exercises and problems, and self-study. In addition, students may be required to complete an assignment, test or examination.

LMS-Moodle/Impacts

LMS-Moodle/Impartus is used to host course resources for all courses. Students can download lectures, additional reading materials, and tutorial notes to support class participation.

Late Submission

Assessment tasks submitted after the due date, without prior approval/arrangement, will be not be accepted. Requests for extension of time must be made with the faculty member concerned and based on Special Consideration guidelines.

Plagiarism:

Plagiarism is looked at as the presentation of the expressed thought or work of another person as though it is one's own without properly acknowledging that person.

Cases of plagiarism will be dealt with according to the Plagiarism Policy of the institute. It is advisable that students should read the Student Handbook for detailed guidelines. It is also advisable that students must not allow other students to copy their work and must take care to safeguard against this happening. In cases of copying, normally all students involved will be penalized equally; an exception will be if the students can demonstrate that the work is their own and they took reasonable care to safeguard against copying.