



IIT Mandi

Proposal for a New Course

Proposal for New Course: ENTREPRENEURSHIP	
Course Number	: MB533
Course Name	: ENTREPRENEURSHIP
Credits	: 2-0-0-2 (L-T-P-C) ¹ Tentative, to be finalized in consultation with Chair, SOM
Prerequisites	: None
Intended for	: MBA in Data Science & Artificial Intelligence
Distribution	: Compulsory
Semester	: Even (To be finalized in consultation with Chair, SOM)

Preamble

Entrepreneurship has emerged as a strategically significant economic endeavour across the world, from both supply as well as demand sides. Entrepreneurial efforts help create new ventures, to start with in the micro, small and medium sectors, which, in turn, play a critical role on the supply side by augmenting the size, quality and diversity of the gross domestic product (GDP) of a country by utilizing the resources available largely from within the country. On the demand side, entrepreneurial endeavour goes a long way in providing viable opportunities for employment of burgeoning human resources. Entrepreneurship also facilitates the process of

¹ L= Lectures per week, T=Tutorials per week – P = Practical/Lab session per week – C = Credits for course

transformation of creative ideas into meaningful business initiatives. As such, systematic study of entrepreneurship is recognized as a necessary academic pursuit.

Objective

The present programme on Entrepreneurship is sought to be conducted as a foundation course, aimed at familiarizing students with basic issues linked to the discourse on entrepreneurship, with particular reference to India. The issues thus intended to be covered in the present course include significance of entrepreneurship in the life of a nation, traits and characteristics required to be in place in a person aspiring to emerge as a successful entrepreneur, challenges involved in launching entrepreneurial ventures and significance of an entrepreneur-friendly eco system in advancement of entrepreneurship as a continuing economic endeavour etc.

On completion of this course, the student should be able to:
utilize data analysis tools and software for formulating a viable entrepreneurial venture.

Pedagogy

Pedagogy is based largely on classroom discussions. Cases/examples from real-life experience drawn from across the country will be brought in, wherever necessary, in order to enrich the discussion and facilitate better comprehension of related issues. The experience and learnings of the Instructor as a senior management executive of a Public Sector Bank (and therefore a financier of entrepreneurs) for over two decades and subsequently as a mentor for a number of entrepreneurs, will be brought to bear on the pedagogy.

Course Modules with Quantitative lecture hours

Module 1	Introducing Entrepreneurship	(5 hours)
Significance of entrepreneurship, Taxonomy of entrepreneurship- types of entrepreneurs, distinction of entrepreneurs and intrapreneurs, Inherent traits and necessary skills required to be possessed by an entrepreneur with particular reference to technopreneurship		
Module 2	Family Business and Social Entrepreneurship	(2 hours)
Features of family businesses, understanding social entrepreneurship		
Module 3	Starting-up strategy	(4 hours)
Five-Question Framework and Porter’s Five Forces, preparation of Business Plans, understanding Business Models of entrepreneurs		
Module 4	Challenges encountered	(3 hours)

Opportunities and threats (pros and cons) of entrepreneurship, reasons of failure of entrepreneurs		
Module 5	Financing of Entrepreneurial Ventures	(5 hours)
Banking system and other openings available for accessing finance by entrepreneurs		
Module 6	External Support required for Success of Entrepreneurship	(6 hours)
Introduction to a conducive eco- system for promotion of entrepreneurship in India and the lacunae identified therein, Need for parental backing and social recognition as necessary external support for success of entrepreneurial ventures		
Module 7	Assignments etc.	(3 hours)

Recommended Readings

Books recommended for the Course are listed below:

Sl No	Author	Title	Publishers
1.	Rajeev Roy	ENTREPRENEURSHIP (Latest Edition)	Oxford University Press
2	Harvard Business Review	Entrepreneur's Handbook (2018)	Harvard Business School Publishing Corporation
3.	Charles E. Bramford & Garry D. Bruton	ENTREPRENEURSHIP: A SMALL BUSINESS APPROACH (Indian Edition: 2015)	McGraw Hill Education
4.	Harvard Business Review	On AI, Analytics, and the New Machine Age (2019)	Harvard Business School Publishing Corporation

5.	Kanth Miriyala & Reethika Sunder	ENTREPRENEUR 5 P.M. to 9 A.M. (11th Edition) with endorsement from, among others, by the Instructor of the instant Course.	Rupa Publications India Pvt Ltd
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Note: (i) Please note that Serial Nos. 1, 2 and 3 above are the principal readings while Serial Nos. 4 & 5 are the supplementary readings recommended for obtaining a general overview of issues pertaining to Entrepreneurship as a business endeavour.

(ii) It may also be noted that some Study Materials prepared by the Instructor may be shared in the Classroom, as and when necessary.