



JAIPURIA INSTITUTE OF MANAGEMENT
PGDM (M); TRIMESTER III; ACADEMIC YEAR 2019-20

Course Code and title	GM 302: Workshop on Entrepreneurship (WOE)
Credits	1
Term and Year	III Term, 2020 -22
Course Pre-requisite(s)	Workshop on Design Thinking(WODT)
Course Requirement(s)	Knowledge of Basic Marketing, Finance, & HR Fundamentals , Operations & IT
Course Schedule (day and time of class)	
Classroom # (Location)	
Course Instructor	
Course Instructor Email	
Course Instructor Phone (Office)	
Student Consultation Hours	
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 an extension 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 prepositions.

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:

PLO1: Communicate effectively

PLO2: Demonstrate ability to work in teams to achieve desired goals

PLO3: Reflect on business situations applying relevant conceptual frameworks

PLO4: Evaluate different ethical perspectives

PLO5: Comprehend sustainability issues

PLO 6: Exhibit innovative and creative thinking

Course Learning Outcomes (CLOs):

CLO1 Visualize the entrepreneurial process

CLO 2: Explore new venture opportunities

CLO 3: Develop a business plan for the same

3. Mappings

Mapping of CLOs with GAs

	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7	GA 8
	Self-initiative	Deep discipline knowledge	Critical thinking & Problem	Humility, Team-Building	Open and Clear Communi	Global outlook	Ethical competency & sustainabl	Entrepreneurial and innovative

		ge	solving	and Leadershi p Skills	cation		e mindset	
CLO 1								X
CLO 2								X

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			

Mapping of CLOs with PLOs

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6
CLO 1						
CLO 2						
CLO 3						I
Total						1

4. Books and References

Text Book

- Robert D. Hisrich, M. Manimala, Michael P Peters and Dean A Shepherd. (2013), Entrepreneurship (8th ed.), New Delhi: Tata-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

- Corporate Entrepreneurship & Innovation 3rd Edition by Michael H. Morris (Author), Donald F. Kuratko (Author), Jeffrey G Covin (Author) Cengage Publications

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

Session No.	Topic/ Sub Topic	Reading Reference	Pedagogy	CLOs
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	1
2	Distinguishing Entrepreneurship and Intrapreneurship Introduction to Entrepreneurial Continuum	<i>Hirsch & Peters Chapter 2 10th Edition</i>	Case/ Examples on Intrapreneurship Discussion	1
3	Idea Generation Exercise Group Formation Recap from Design Thinking	Free Wheeling Group Discussion Idea Generation Exercise in groups	Exercise Framework Discussion	2

4	Industry Analysis Analyze competition <i>Segmentation</i>	Turner Test Prep/ Company Pg. 439 to 441 Hirsch & Peters 10th edition	Case Discussion	2
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	3
6	<i>Opportunity Assessment Plan</i> . TAM SAM & SOM concepts	Gourmet to Go Case Hirsch & Peters 10th edition	Case discussion	2,3
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	3
8	Group Presentations (Format to be provided electronically)			
Tutorial	TBD			

6. Assessment Tasks

Assessment Component	Description	Weightage	CLOs
Business Plan project	Group Project submission (6-8 students per group): Prepare a Business Plan on products/services selected/modified/ Prototypes developed by them.	50%	CLO 3
Business Plan Presentation	Group Presentations	30%	CLO 3
Opportunity Identification Plan	Pls submit your OIP in term of TAM , SAM and SOM with regard to chosen product / service and the corresponding segment.	20%	CLO2

Rubric for assessing Project submission is given below, rubric for other assessments can be done at the campus level

PLO 6: Exhibit creative thinking: Be able to generate new and imaginative ideas, make connections between seeming unrelated phenomena and use unorthodox methods to generate a solution.

PLO 6: Exhibit creative thinking	
Competencies	Traits/Performance Indicators (PI)
Be able to generate new and imaginative ideas, make connections between seeming unrelated phenomena and use unorthodox methods to generate a solution.	6.1 Generates new and imaginative ideas 6.2 Make connections between seemingly unrelated phenomena 6.3 Does not hesitate to use unorthodox methods to generate a solution

Rubrics

Traits	Below Expectations	Meets Expectations	Exceeds Expectation
Generate new and imaginative ideas	Rarely generates new and imaginative ideas. Reproduces existing ideas.	Generates many new and unique ideas	Consistently generates new and imaginative ideas
Connect seemingly unrelated	Unable to connect disparate ideas. Cannot make	Searches for new and effective methods, makes	Pursues new methods and solutions, thinks outside the

phenomena	connections between previously unrelated ideas.	connections between previously unrelated ideas.	box and connects disparate ideas.
Use unorthodox methods to generate solutions	Tries old and tested solutions to problems. Sticks to conventional methods.	Attempts to try unorthodox and unconventional methods to generate solutions, but prefers to stick to conventional methods.	Does not hesitate to go beyond traditional boundaries. Prefers to use an unorthodox method, if one exists.

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.