

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM; TRIMESTER III; ACADEMIC YEAR 2018-19**

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| Course Code and title | GM 303: Workshop on Entrepreneurship |
| Credits | 1 |
| Term and Year | III Term, 2018 -19 |
| 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) |  |
| 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:

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** |
| Self-initiative | Deep discipline knowledge | Critical thinking & Problem solving | Humility, Team-Building and Leadership Skills | Open and Clear Communication | Global outlook | Ethical competency &sustainable mindset | Entrepreneurial 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 |  |  |  |  |
| CLO 2 |  |  |  | X |  |  |  |  |
| CLO 3 |  |  |  | X |  |  |  |  |
| **Total** |  |  |  | **3** |  |  |  |  |

### 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. 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 (TIM

**Internet Resources**

* [www.nenonline.org](http://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](http://www.ted.com): This website contains in numerous innovative business ideas which are successfully implemented.
* [www.entrepreneur.com](http://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** |
| Workshop 1  (Sessions 1 & 2) | Introduction to Entrepreneurship, Entrepreneur and Entrepreneurial Process | * ***Intel e Story*** * ***Myth-buster: 10 Myths of Entrepreneurship*** * ***E- Quiz***   Entrepreenurial Process – Handout | Caselets / Examples / Video | CLO 1 |
| Workshop 2  (Sessions 3 & 4) | Venture Life Cycle, Opportunity Evaluation | 1.Lifecycle of a Venture PPT 2.Venture Life Cycle Handout  Chulha Case | Discussion  Case Analysis | CLO2 |
| Workshop 3  (Sessions 5 & 6) | * Designing a Business Model, Financing | ***Business Model Reading Material***  ***Ostarwelder Business Model Canvas***  ***Getting your business Idea to business model***  ***Venture Financing Basics***  ***Stanford Financing Video*** | Discussion + Video | CLO 3 |
| Workshop 4  (Sessions 7 & 8) | * Writing a Business Plan | Reading B Plan Guide | Sample Sharing & Discussion | CLO 3 |
| Workshop 5  (Sessions 9 & 10) | Presentation by Student Groups on Business Plans | Class Presentations |  | CLO 3 |

**6. Assessment Tasks**

|  |  |  |  |
| --- | --- | --- | --- |
| **Assessment Component** | **Description** | **Weightage** | **CLOs** |
| Business Plan | Group Project (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 | 50 | CLO 3 |

**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.