COMGE05 – Entrepreneurship

Master of Commerce
Generic Elective Course: Entrepreneurship

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
COMGE05	**Entrepreneurship**	3	1	0	4	NIL

Objective: This course aims to develop an entrepreneurial mindset and equip students with the knowledge, skills, and tools required to identify innovative opportunities, create and validate business models, secure funding, manage uncertainty, and build scalable and sustainable ventures.

Learning Outcomes: On completion of this course, the student should be able to:

- Apprehend the entrepreneurial ecosystem and apply creativity techniques to identify and validate viable business opportunities.
- Design scalable and sustainable business models by leveraging innovation, growth strategies, and entrepreneurial leadership principles
- Evaluate funding options and develop go-to-market strategies for launching and managing early-stage ventures.
- Navigate legal, regulatory, and intellectual property frameworks critical to establishing and protecting startups.

Contents:

Unit I **(12 hours)**
Types of startups; Entrepreneurial class theories; Entrepreneurial training; EDP programmes; Characteristics of entrepreneurial leadership, Components of entrepreneurial leadership; International Entrepreneurship- Opportunities and challenges; Entrepreneurial challenges; Source of innovative ideas; Entrepreneurship and creativity; Techniques for generating ideas, Impediments to creativity.

Unit II **(11 hours)**
Growth Hacking, Network Effects, and Scaling Operations; Managing Uncertainty and Pivoting Strategies; Social Entrepreneurship and Sustainable Innovation; Corporate Entrepreneurship & Intrapreneurship; Exit Strategies: IPO, Acquisition, ESOPs

Unit III **(10 hours)**
Sources of Capital: Bootstrapping, Angels, VCs, Govt Grants (e.g., Startup India, SIDBI); Cap Tables, Term Sheets, and Startup Valuation; Building the Founding Team and

Startup Culture; Go-to-Market Strategy and Customer Acquisition; Early Traction and Product-Market Fit

Unit IV **(12 hours)**

Legal issues – Forming business entity, considerations and criteria, requirements for formation of a Private/Public Limited Company, intellectual property protection-patents, trademarks and copyrights – importance for startups, legal acts governing business in India; Opportunities and challenges

Tutorial Exercise: Conceptualize and develop a startup idea by identifying a real-world problem and designing a complete venture plan. Present a business model canvas, validate the idea through customer feedback, propose a funding strategy with valuation logic, outline a go-to-market plan, and address relevant legal considerations.

Suggested Readings:

- Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. New York: Crown Publishing.
- Blank, S., & Dorf, B. (2020). *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company*. Hoboken: Wiley.
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Hoboken: Wiley.
- Mullins, J. (2013). *The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan*. FT Press.
- Barringer, B. R., & Ireland, R. D. (2019). *Entrepreneurship: Successfully Launching New Ventures* (6th ed.). Boston: Pearson.
- Kim, W. C., & Mauborgne, R. (2017). *Blue Ocean Shift: Beyond Competing – Proven Steps to Inspire Confidence and Seize New Growth*. Boston: Harvard Business Review Press.
- Bansal, R. (2020). *Zero to One in Indian Startups*. New Delhi: Bloomsbury India.
- Nandwani, R. (2020). *Start-up Sutra: What the Angels Won't Tell You about Business and Life*. New Delhi: Rupa Publications.
- Mohanty, S. K. (2010). *Fundamentals of Entrepreneurship*. New Delhi: PHI Learning.