



Course Title: MENTORED STUDY IN ENTREPRENEURSHIP

Course Code: ENTR611

Credit Units: 3

Course Level: PG

L	T	P/S	SW/F W	TOTALCREDI T UNITS
2	-	-	2	3

Course Objectives:

- The course is designed to provide students an opportunity to real life entrepreneurial learning
- The course is designed to provide mentoring required by an entrepreneur
- The course provides understanding on the entrepreneurs' life, starting the business and the risks involved
- This course provides startup issues and growth challenges in entrepreneurship
- Students will have to develop a case on the entrepreneurship and his/her business venture

Pre-requisites:

Students should have interest in entrepreneurship.

Student Learning Outcomes:

- By the end of the course, students will be able to recite the skill-sets of an entrepreneur,
- Students will able to interpret the entrepreneurial eco-system,
- By the end of the course, students will be able to diagnose the entrepreneurial challenges.

Course Contents/Syllabus:

	Weightage (%)
Module I Mentoring	10%
The mentoring concept, Type of mentoring, importance of mentoring, Role of mentor, The mentor /mentee relationship, communication and trust *Every aspiring entrepreneurs must identify a business venture	

Module II Knowing the entrepreneur and the business venture	25%
Back ground of entrepreneur and profiling the business venture, Idea generation, motivation of starting the venture, Challenges and road blocks of start the venture, initial funding, Industry scenario and experience of first customer and first employee, Turning point of the venture, Legal formalities for starting the business venture	
Module III Understanding the growth of business venture	25%
Managing growth phase and competitions. Strategy of venture during the startup and in growth phase (business , culture, HR, technology etc.) Focus of the business venture during the startup and growth stage, Customer experiences and stakeholder's satisfaction	
Module IV Growth strategy and developing the case	40%
Future plans & strategy, creating and maintaining the entrepreneurial spirit within the organization, Dilemma, issues and challenges of an entrepreneur, Develop a Business Case	

Pedagogy for Course Delivery:

The course plan will be delivered through live examples of successful entrepreneurs. Every aspiring entrepreneur must have selected an entrepreneur and the business venture. The instructor will assign field work and students will work with their mentor in real life and will present their experience in class. The case study method will also be used for enhancing entrepreneurial skill set and challenges.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100%	-	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Dropdown)	Project	Class Participation	Case Discussion	Student Attendance	
Weightage (%)	10%	10%	05%	05%	70%
SW/FW Continuous Assessment/Internal Assessment					
Components (Dropdown)	Project Report		Presentation		
Weightage (%)	50%		50%		

Text & References book:

- Mentoring Entrepreneurs-Shared Wisdom from Experience by Brain Doyle and N. Vincent O'Neil, Prentice-Hall of India,2007

Journals

- Emerald emerging market case studies (EEMCS), Emerald
- Family Business Review (FBR), Sage
- Harvard Business Review (HBR)

- International Journal of Entrepreneurship & Innovation (IJEI), IP Publishing
- International Journal of Globalisation and Small Business (IJGSB) , Inderscience
- Journal of Business Venturing (JBV) - Elsevier
- Journal of Chinese Entrepreneurship (JCE), Emerald
- Journal of Entrepreneurship in Emerging Economies (JEEE), Emerald
- Journal of Family Business Management (JFBM), Emerald
- Journal of Family Business Strategy (JFBS), Elsevier
- Journal of Small Business Management (JSBM), Blackwell Publishing
- World Review of Entrepreneurship Management and Sustainability Development (WREMSD), Inderscience