



Online Course on

Foundation of Entrepreneurship

August 1, 2025 to November 15, 2025

Every Tuesday and Thursday

Time : 16:00 to 17:00 hrs



विद्याविनियोगादिकासः

Course Coordinator: Prof. Dipanwita Dutta, Associate Dean, HBNI

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Target students: Ph.D. students/Masters students

Students desirous of attending the course have to register on Anuvidhya Website (<https://anuvidhya.in>) before August 1, 2025.

Credit: 2 credits

Duration of Course: 30 hours (twice in a week/ 15 weeks/ one semester)

Course outcome: To provide students with the necessary skills and knowledge to identify, evaluate, and pursue entrepreneurial opportunities.

Mode of Evaluation:

- Participation in class discussions and activities. (30%)
- Final project: Business plan development or feasibility study. (70%)

Session Plan:

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|------------|-------------------------------------------------------|
| Week 1-2 | Introduction to Entrepreneurship |
| Week 3-4 | Opportunity Recognition and Idea Generation |
| Week 5-6 | Market Research and Customer Development |
| Week 7-8 | Business Planning/BMC |
| Week 9-10 | Financing the Venture |
| Week 11-12 | Marketing and Sales |
| Week 13-14 | Managing Risks, adaptability and Legal Considerations |
| Week 15 | Scaling and Growth and Entrepreneurial Mindset |

Lecturers:

1. Dr. Supriya Sharma, IIMA Ventures

2. Ms. Valerie Mendonca, IIMA Ventures:

3. Ms. Ankur Sohanpal, IIMA Ventures

4. Two Special Guest Lectures: 1 by deep tech start up founder and 1 by an investor

Foundation of Entrepreneurship

Syllabus and details of course:

Course Description: This course is designed to provide students with the necessary skills and knowledge to identify, evaluate, and pursue entrepreneurial opportunities, covering essential topics such as idea generation, business planning, financing, marketing, and entrepreneurial mindset development. The course will cover theoretical concepts along with practical applications to equip students with the knowledge and tools necessary to initiate and manage their own ventures.

Course Objectives:

- To introduce students to the principles and concepts of entrepreneurship.
- To understand the entrepreneurial mindset and traits essential for success.
- To explore the process of ideation, opportunity recognition, and concept development.
- To learn business planning, resource allocation, and financial management.
- To analyze marketing strategies, sales, and customer acquisition.
- Understand legal and ethical considerations in entrepreneurship, including intellectual property rights and social responsibility.
- To comprehend risk management, innovation, and adaptability in entrepreneurial endeavours.
- Develop critical thinking and problem-solving skills through case studies and real-life examples.

Course Outline:

Week 1-2: Introduction to Entrepreneurship

- Definition of entrepreneurship
- Need and Importance of entrepreneurship in the economy
- Characteristics of Successful Entrepreneurs
- Types of entrepreneurs
- The entrepreneurial process
- Historical Perspectives and Case Studies

Week 3-4: Opportunity Recognition and Idea Generation

- Recognizing Market Opportunities
- Creativity and Innovation in Business Idea Generation
- Assessing Feasibility and Viability of Ideas

Week 5-6: Market Research and Customer Development

- Conducting market research

- Understanding Market Segmentation and defining target customers
- Building Customer Personas
- Creating Value propositions

Week 7-8: Business Planning/BMC

- Developing a business plan
- Market analysis and competitive strategy
- Operations and management plans
- Financial projections and Budgeting

Week 9-10: Financing the Venture

- Sources of funding (equity, debt, bootstrapping)
- Venture capital and angel investors
- Crowdfunding
- Financial management

Week 11-12: Marketing and Sales

- Marketing Strategies and Branding
- Sales Techniques and Customer Relationship Management
- Digital marketing and social media

Week 13-14: Managing Risks, adaptability and Legal Considerations

- Identifying and Mitigating Risks
- Managing Uncertainty and Change
- The Role of Adaptability and Flexibility
- Legal structures (sole proprietorship, LLC, corporation)
- Intellectual property protection
- Contracts and agreements

Week 15: Scaling and Growth and Entrepreneurial Mindset

- Scaling a Business Model
- Expanding Operations and Market Reach
- Managing Growth Challenges
- Developing an entrepreneurial mindset
- Leadership and decision-making
- Course review and evaluation

Teaching Methodologies:

- Lectures to introduce theoretical concepts and frameworks.
- Case studies and real-life examples to illustrate practical applications.
- Group discussions for interactive learning and idea exchange.
- Guest lectures by successful entrepreneurs and industry experts.
- Assignments and projects to apply learned concepts in real or hypothetical business scenarios.

Evaluation:

- Participation in class discussions and activities.
- Final project: Business plan development or feasibility study.

Suggested Reading/Recommended Resources:

1. "Entrepreneurship: Theory, Process, and Practice" by Donald F. Kuratko and Richard M. Hodgetts.
2. Entrepreneurship: Starting and Operating a Small Business by Steve Mariotti and Caroline Glackin
3. The High-Performance Entrepreneur: Golden Rules for Success in Today's World by Subroto Bagchi, Published by the Penguin Group.
4. I Too Had Dream by Verghese Kurien Forwarded by Ratan Tata, Published by Roli Books Pvt Ltd.
5. Bhujia Barons: The Untold Story of How Haldiram Built a Rs 5000-crore Empire by Pavitra Kumar, Published by Penguin Random House India Ltd.
6. Stay Hungry Stay Foolish by Rashmi Bansal, Published by Westland Books.
7. Havells Untold Story of Qimat Rai Gupta by Amit Rai Gupta, Published by Penguins Books India Pvt. Ltd.
8. Harvard Business Review's Entrepreneurship section
9. TED Talks on entrepreneurship and innovation
10. Online articles and case studies on successful entrepreneurs and start-ups
11. Similar Textbooks, articles, and online resources on entrepreneurship.

Conclusion:

The course aims to inspire and empower students to pursue entrepreneurial ventures by providing them with a comprehensive understanding of the entrepreneurial process, coupled with practical skills and strategies necessary for success in the dynamic world of business.

Brief Biodata of Dr. Supriya Sharma



Supriya Sharma is a partner and heads research and learning at IIMA Ventures, India. In her current role as an academia-industry translator, she has led the publication of 400+ research articles, case studies, reports, infographics and research papers as well as designing and delivery of more than 30 bootcamps, courses and workshops. She is an avid writer and educator and holds a PhD from IIM Ahmedabad. Supriya retires to her plants, poetry, effectual cooking at the end of both long and short days.

Brief Biodata of Ms. Valerie Mendonca



Valerie Mendonca has extensive work experience that spans across industry, research and academia. At IIMA Ventures, she leads the case writing function in addition to other research contributions. As a case researcher and writer, she continues to facilitate the development and publication of cases on early-stage startups and founders and has published 15+ cases. Valerie's research interests include entrepreneurship, inclusion and organisational storytelling. Beyond work, she cherishes quality time with her daughter, tends to her plants and artistic pursuits.

Brief Biodata of Ms. Ankur Sohanpal



Ankur Sohanpal leads startup learning at IIMA Ventures, bringing over 14 years of experience in designing context-driven, empathetic curricula for entrepreneurship education. Previously, she has worked as an impact consultant, debt investor, and authored key publications on financial inclusion, including improving credit access for women micro-entrepreneurs and FPOs. Outside of work, Ankur is a fiction writer and powerlifter.