

## ENTREPRENEURIAL ETHOS

<b>Course Duration</b>	<b>60 Hours (2 Credit)</b>
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<b>Course Fee</b>	<b>Rs. 5,000/-</b>
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### CERTIFICATE COURSE

**60 Hours**

**Title: ENTREPRENEURIAL ETHOS**

**2 Credit**

#### Course Objective:

- Acquiring Entrepreneurial spirit and resourcefulness.
- Understand entrepreneurial quality, competency and develop motivation.
- Learning the process and skills of creation and management of entrepreneurial venture.

#### Learning Outcome:

- Understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective.
- Develop an entrepreneurial mind-set by learning key skills such as design, personal selling and communication.
- Create awareness about entrepreneurship and successful entrepreneurs.

### Course Contents

<b>Unit 1</b>	<b>The Entrepreneurial mindset: Balancing Left and Right Brain</b>	<b>12 Hours</b>
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Evolution of entrepreneurship- Why become an entrepreneur- Seeing the World Entrepreneurially- Entrepreneurial journey- Skills successful innovators share, Creative and Design Thinking -Innovator's DNA- Significance of seeing What Others Don't- Importance of observation as an entrepreneur- Skill gap analysis and Role models-Discover Entrepreneurial intentions, Techniques of connecting with your intentions- mentors and support system- Deconstructing the Entrepreneurial Myth- Entrepreneurial success stories.

<b>Unit 2</b>	<b>The Inner Game of Entrepreneurship</b>	<b>14 hours</b>
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What They Don't Tell You in Business School- Failure Part of the Process: Accept It. Setting Priorities: Urgent vs. Important. Learn to Replenish. Developing Your Network- The Care and Feeding of Relationships- Managing Growth in New Venture: Characteristics, strategies, barriers to enterprise growth. Business life cycle: Nascent stage, Start-up, Rapid growth stage, Maturity stage, Stability stage-Features at each stage.

<b>Unit 3</b>	<b>Prototyping and Iterating</b>	<b>12 hours</b>
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Prototyping- Introduction, tools and techniques- Prototypes as Design Artefacts- Representation, Precision, Interactivity, Evolution. Prototypes and the Design Process- User Centered Design, Participatory Design, Exploring, Expanding and Contracting the Design Space, Prototyping Strategies. Iterating- Meaning, learning to Iterate. Collaboration, presentation, art of relationship building, body language.

<b>Unit 4</b>	<b>Financial and Legal Aspects of Entrepreneurship</b>	<b>14 hours</b>
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Creating Your Corporate Entity-Start-Up Documents- Overview-Founding Team and First Hires- Entrepreneurial Financial Basics-The Case of Bootstrapping- Financing Options (If You Must Raise Money)- Types of ownership securities, determine ideal debt-equity mix, venture capital, types of debt securities. Choosing the legal form of new venture, protection of intellectual property and marketing the new venture.

<b>Unit 5</b>	<b>Harvesting Rewards</b>	<b>08 hours</b>
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Introduction- Factors affecting harvesting (Internal & External), Strategies of harvesting- Outright sale, Buyouts, Employee share option plans, Merging with another business venture, Initial public offering (IPO), Plan Early for Your Exit, Exit strategies for entrepreneurs, bankruptcy and succession.

### **Suggested Readings**

- Funding your start-up and other nightmares by Dhruv Nath and Sushanto Mitra
- Think and Grow rich by Napoleon Hill
- The Entrepreneur by Mr. Sharad Tandale
- The Lean Startup: How Constant Innovation Creates Radically Successful Businesses by Eric Ries

