

Ashoka University 2023
CULTIVATING AN ENTREPRENEURIAL MINDSET
(ENT 1003)

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Course Sessions: 12 classes – 3 hours each

Course Audit: Not permitted

Course Description

What are the key ingredients that drive successful start-ups? How do entrepreneurs recognize new ideas and bring them to market? Is an entrepreneurial mindset different from a managerial one?

This course will engage with these and similar questions. Students will gain insights into how entrepreneurs think, how they see problems as an opportunity and how they exploit them. The course examines how an entrepreneurial mindset can help identify opportunities and pursue a lifestyle of your choice. We will also discuss how entrepreneurs deal with uncertainty and learn from failure.

We will begin by examining several myths surrounding entrepreneurship and identify its risks and opportunities. We will also see the difference between an entrepreneurial and managerial mindset across a range of dimensions. This will be followed by the concept of effectuation i.e., how entrepreneurs often take decisions based on who they are/ what they know/whom they know. The course engages with opportunity recognition behavior to understand how entrepreneurs see patterns that help them connect the dots.

During the course, we will examine social and professional networks and how entrepreneurs leverage OPR (other people's resources). We will engage with failure and why entrepreneurs embrace failure while treating it as a learning for their next iteration.

There are several activities in this course and a simulation from Harvard Business School. In addition, students will listen to podcasts and watch movies which will then be discussed in class. Guest speakers will also be invited for specific sessions.

The course will conclude by debating whether entrepreneurship should be confined to establishing and running a venture or can be a mindset that students follow throughout their lives.

Pedagogy

The course is centered around the case method and will be delivered with a mix of case discussions, articles, podcasts and films. Students must be prepared to (1) read the case and readings in advance of the class (2) actively participate in class discussion and (3) vigorously challenge existing assumptions and mindsets.

Learning Objectives

At the end of the course students will be able to

- Appreciate the differences between managerial and entrepreneurial mindset
- Understand how entrepreneurs connect the dots to recognize patterns and visualize opportunities
- Get a feel of the language entrepreneurs use and some concepts utilized in the business world
- Appreciate the importance of professional and social networks to leverage resources required for success of a venture.

Evaluation & Grading (subject to change without prior notice)

- 20%- Attendance & class participation
- 20%- One pagers/Case analysis
- 25%- Mid-term assignment – Dorm room startup (groups)
- 35%- End-term assignment – Interview with an Entrepreneur (individual)

Attendance & Class Participation

Case studies are student-driven with the instructor adopting the role of a facilitator. Students are expected to participate in class to bring out the nuances in the case. You will be graded not in terms of 'air time' but by the ability to contribute and carry forward the discussion currently taking place in class.

Case analysis

Students will be submitting a one-page writeup/graphic on what stood out for them from the case study prior to the class as per the deadline provided.

Dorm Room Startup

This will involve working in groups to find a startup that took off from a dorm room. After thoroughly researching on the startup based on the prompts and guidelines provided in the class, students will present their findings in front of the classmates and faculty in the form of a video or presentation.

Interview an Entrepreneur

Students are expected to interview an entrepreneur and draw lessons from it. The first step would be to select an entrepreneur they would like to interview and do all desk research on him/her. Students will next meet with the class TF and discuss potential questions they wish to

ask. They will then set up the interview which will be recorded. Following this they will reflect on the interview and answer a set of questions.

Course Plan

(subject to change without prior notice)

Session	Topic	Cases/Readings
1	Course Introduction	<ul style="list-style-type: none"> • Introduction to the case study method (HBS) • 'Born Free' (film on YouTube)
2		<ul style="list-style-type: none"> • Taj Hotels: Jewel in the Crown? (HBS) (in-class reading)
3	The Digital Entrepreneur	<ul style="list-style-type: none"> • Campus Sutra: The Making of an Indian Online Fashion Brand (HBS)
4		<ul style="list-style-type: none"> • Welcome to the YOLO Economy (NYT)
5	Effectuation	<ul style="list-style-type: none"> • Cold Opportunity (A) (Darden 2009)
6		<ul style="list-style-type: none"> • Using Effectuation to Start a New Venture through Instagram (HBS)
7	Passion or a Business Opportunity?	<ul style="list-style-type: none"> • Zumba: Rocking the Business World with Creativity and a Customer-centric Model (ICMR)
8		<ul style="list-style-type: none"> • Jiro dreams of Sushi (Netflix)
9	Simulation	<ul style="list-style-type: none"> • Leadership and Team Simulation: Everest V3 (HBS)
10		<ul style="list-style-type: none"> • Debrief
11	Entrepreneurship in creative industries	<ul style="list-style-type: none"> • Excel Entertainment (HBS)
12		<ul style="list-style-type: none"> • Nine Rasa: Shreyas Talpade (Podcast)
13	Recognizing Opportunities	<ul style="list-style-type: none"> • Theobroma (HBS)
14		<ul style="list-style-type: none"> • The INR 1,000 Challenge (Activity)
15	Entrepreneurial Vision	<ul style="list-style-type: none"> • Epigamia: Chronicle of an Emerging Brand (Ivey Publishing)
16		<ul style="list-style-type: none"> • The Founder (film on YouTube)
17	An entrepreneurial journey	<ul style="list-style-type: none"> • Entrepreneurship & the Liberal Arts: The Making of Ashoka University (HBS)

18		<ul style="list-style-type: none"> • How Payal Kadakia Danced Her Way to a \$ 600 Million Start-Up (NYT) • He has Millions and a New Job at Yahoo. Soon he will be 18 (NYT)
19	Entrepreneurial Vision	<ul style="list-style-type: none"> • Bombay Shaving Company (Ivey Publishing)
20		<ul style="list-style-type: none"> • Marshmallow Challenge (Activity)
21	Social and professional networks	<ul style="list-style-type: none"> • The Unconventional Journey of Karan Bajaj, Founder White Hat Junior (Podcast)
22		<ul style="list-style-type: none"> • Steve Jobs- Find What You Love (Wall Street Journal, 2011) • "600 Emails, 80 Calls": 23-Year-Old On How He Landed A Job At World Bank (NDTV) (in-class reading)
23	End Term Assignment	<ul style="list-style-type: none"> • Student Presentations
24		<ul style="list-style-type: none"> • Student Presentations