

## SEMESTER-IV

| GANPAT UNIVERSITY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                             |          |                 |              |                                           |                                              |     |           |       |
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| FACULTY OF MANAGEMENT STUDIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                             |          |                 |              |                                           |                                              |     |           |       |
| Program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | MBA                                                                                                                                                                                                                                                                                                                                                                                                         |          | Branch/Spec.    |              | MBA (Business Analytics) Elective Subject |                                              |     |           |       |
| Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | IV                                                                                                                                                                                                                                                                                                                                                                                                          |          |                 |              | Version                                   | 1.0.0.0                                      |     |           |       |
| Effective from Academic Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                             |          | 2025-26         |              | Effective for the batch Admitted in       |                                              |     | June 2025 |       |
| Subject code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                             | IVA03EIA |                 | Subject Name |                                           | Entrepreneurship and Innovation in Analytics |     |           |       |
| Teaching scheme                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                             |          |                 |              | Examination scheme (Marks)                |                                              |     |           |       |
| (Per week)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Lecture(DT)                                                                                                                                                                                                                                                                                                                                                                                                 |          | Practical(Lab.) |              | Total                                     |                                              | CE  | SEE       | Total |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | L                                                                                                                                                                                                                                                                                                                                                                                                           | TU       | P               | TW           |                                           |                                              |     |           |       |
| Credit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 2                                                                                                                                                                                                                                                                                                                                                                                                           | 0        | 0               |              | 2                                         | Theory                                       | 100 |           | 100   |
| Hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 2                                                                                                                                                                                                                                                                                                                                                                                                           | 0        | 0               |              | 30                                        | Practical                                    |     |           |       |
| Objective:<br>To equip MBA students with a strategic framework to identify, build, and lead innovative AI-driven ventures by integrating principles of entrepreneurship, product strategy, and responsible management.                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                             |          |                 |              |                                           |                                              |     |           |       |
| Course Outcome:<br>CO 1: The students will be able to explain the foundations of AI entrepreneurship and formulate a viable business concept using lean innovation frameworks.<br>CO 2: The students will be able to analyze AI business models and design a data and product strategy for an AI-driven venture.<br>CO 3: The students will be able to evaluate go-to-market strategies for AI products and construct a compelling narrative for fundraising.<br>CO 4: The students will be able to formulate a strategic plan for scaling an AI startup, addressing the unique operational, ethical, and governance challenges. |                                                                                                                                                                                                                                                                                                                                                                                                             |          |                 |              |                                           |                                              |     |           |       |
| Theory syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                             |          |                 |              |                                           |                                              |     |           |       |
| Unit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Content                                                                                                                                                                                                                                                                                                                                                                                                     |          |                 |              |                                           |                                              |     |           | Hrs   |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Foundations of AI Entrepreneurship, The AI Startup Landscape: Opportunities & Challenges, Lean Startup Methodology for AI Ventures, The Business Model Canvas & Value Proposition Design, AI for Managers: Predictive vs. Generative AI (Conceptual), Identifying Problems that AI Can Solve, Validating an AI Business Idea                                                                                |          |                 |              |                                           |                                              |     |           | 6     |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Designing the AI-Driven Venture, AI Product Management: What's Different?, Data Strategy: Sourcing, Quality & The Cold Start Problem, Building a Data Moat as a Competitive Advantage, Formulating a Minimum Viable Product (MVP) for AI, AI Business Models: SaaS, API, Platform, Outcome-based, Competitive Strategy: Competing with Big Tech & Incumbents, Building the Brand Narrative & Storytelling.  |          |                 |              |                                           |                                              |     |           | 8     |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Go-to-Market & Funding Strategy, Marketing & Selling AI Products: Explaining the "Black Box", Pricing Strategies for AI & Data Products, The Fundraising Ecosystem: Angels, VCs, Corporate VCs, Crafting the Investor Pitch Deck for an AI Startup, Key Metrics Investors Look for: TAM, Team, Technology, Traction, The Basics of Startup Valuation (Conceptual), Navigating Term Sheets & Deal Structures |          |                 |              |                                           |                                              |     |           | 8     |

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|                   | (Overview).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |   |
| 4                 | Scaling, Governance, and Future Frontiers, Building the AI Team: Key Roles & Talent Strategy, Scaling Challenges: Technical Debt & Data Infrastructure, Responsible AI: Ethics, Bias, Fairness & Transparency, Intellectual Property (IP) Strategy for AI Innovations, The Role of Network Effects & Data Loops in Growth, Exit Strategies: Strategic M&A and IPO Considerations, The Future: Generative AI Business Models, Quantum AI, Capstone: Developing a Go-to-Market Plan for a New AI Venture | 8 |
| Practical content |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |   |
| Reference Books   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |   |
| 1.                | Ries, Eric. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Currency, 2011.                                                                                                                                                                                                                                                                                                                                                           |   |
| 2.                | Iansiti, Marco, and Lakhani, Karim R. Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World. Harvard Business Review Press, 2020.                                                                                                                                                                                                                                                                                                                             |   |
| 3.                | Thiel, Peter, and Masters, Blake. Zero to One: Notes on Startups, or How to Build the Future. Currency, 2014.                                                                                                                                                                                                                                                                                                                                                                                          |   |
| 4.                | Osterwalder, Alexander, and Pigneur, Yves. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Wiley, 2010.                                                                                                                                                                                                                                                                                                                                                         |   |
| 5.                | Agrawal, Ajay, et al. Prediction Machines: The Simple Economics of Artificial Intelligence. Harvard Business Review Press, 2018.                                                                                                                                                                                                                                                                                                                                                                       |   |
| 6.                | Miller, Donald. Building a StoryBrand: Clarify Your Message So Customers Will Listen. HarperCollins Leadership, 2017.                                                                                                                                                                                                                                                                                                                                                                                  |   |
| 7.                | Feld, Brad, and Mendelson, Jason. Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist. 4th Edition, Wiley, 2019.                                                                                                                                                                                                                                                                                                                                                                         |   |
| 8.                | Godin, Seth. This Is Marketing: You Can't Be Seen Until You Learn to See. Portfolio, 2018.                                                                                                                                                                                                                                                                                                                                                                                                             |   |
| 9.                | Kawasaki, Guy. The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. Portfolio, 2015.                                                                                                                                                                                                                                                                                                                                                                         |   |
| 10.               | Moore, Geoffrey A. Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers. 3rd Edition, Harper-Collins, 2014.                                                                                                                                                                                                                                                                                                                                                           |   |
| 11.               | Ellis, Sean, and Brown, Morgan. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success. Currency, 2017.                                                                                                                                                                                                                                                                                                                                                                          |   |
| 12.               | O'Neil, Cathy. Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy. Crown, 2016.                                                                                                                                                                                                                                                                                                                                                                                    |   |
| 13.               | Rogers, David L. The Digital Transformation Playbook: Rethink Your Business for the Digital Age. Columbia Business School Publishing, 2016.                                                                                                                                                                                                                                                                                                                                                            |   |