

<b>GANPAT UNIVERSITY</b>									
<b>FACULTY OF MANAGEMENT STUDIES</b>									
Programme		MBA				Branch/Spec.		Tech MBA (MBA Technology Management)	
Semester		IV				Version		2.0.0.0	
Effective from Academic Year			2025-26			Effective for the Batch admitted in			January 2025
Course Code		IVB05GLE		Course Name		<b>Global Leadership for Aspiring Entrepreneurs</b>			
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			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	The students will be able to explain the core mindsets of a global entrepreneur and formulate a compelling vision and mission for a new venture.								
CO2	The students will be able to analyze the dynamics of building and leading high-performing, culturally diverse teams in a global startup environment.								
CO3	The students will be able to develop strategic communication and storytelling skills to effectively engage global stakeholders, including investors, partners, and customers.								
CO4	The students will be able to formulate a strategy for scaling a venture globally, embedding principles of ethical leadership and sustainable growth.								
Theory Syllabus									
Unit	Content								Hrs.
1	Foundations of the Global Entrepreneurial Leader, The Entrepreneurial Mindset vs. The Corporate Mindset, developing a Global Mindset: Curiosity & Adaptability, The Founder's Role: From Idea Generator to Leader, Innovation Frameworks: Lean Startup & Business Model Canvas, Crafting a Powerful Vision, Mission, and Purpose, Leading with Authenticity and Self-Awareness								6
2	Building and Leading Global Teams, Assembling the Founding Team: Skills, Chemistry & Equity, Leading High-Performing, Culturally Diverse Teams, Cross-Cultural Communication & Negotiation Strategies, Managing Remote, Hybrid & Asynchronous Work Models, Fostering a Culture of Innovation & Psychological Safety, The Role of Empathy in Global Leadership, Conflict Resolution in a Cross-Cultural Context.								8
3	Strategic Communication & Stakeholder Management, The Art of Storytelling for Entrepreneurs, Pitching to Global Investors: Crafting a Compelling Narrative, Building and Managing a Global Network, Stakeholder Analysis & Engagement (Investors, Customers, Employees), Strategic Decision-Making under Uncertainty & Ambiguity, Leading through Pivots & Setbacks, Crisis Communication for Startups.								8
4	Scaling, Ethics, and Sustainable Leadership, Strategic Frameworks for Global Expansion, Managing the Challenges of Hyper-Growth, Ethical Leadership & Building a Responsible Venture, Corporate Governance for Startups, building a Personal Leadership Brand, Developing the Next Generation of Leaders, The Leader's Role in Exit Strategies (M&A, IPO).								8
1									
Practical, assignments and tutorials are based on above syllabus.									
Text Books									
1	Ries, Eric. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Currency, 2011.								
Reference Books									
1	Meyer, Erin. The Culture Map: Breaking Through the Invisible Boundaries of Global Business. PublicAffairs, 2014.								

2	Sinek, Simon. Start with Why: How Great Leaders Inspire Everyone to Take Action. Portfolio, 2009.
3	Thiel, Peter, and Masters, Blake. Zero to One: Notes on Startups, or How to Build the Future. Currency, 2014.
4	Miller, Donald. Building a Story Brand: Clarify Your Message So Customers Will Listen. HarperCollins Leadership, 2017.
5	Dweck, Carol S. Mindset: The New Psychology of Success. Ballantine Books, 2007.
6	Kawasaki, Guy. The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. Portfolio, 2015.
7	Lencioni, Patrick M. The Five Dysfunctions of a Team: A Leadership Fable. Jossey-Bass, 2002.
8	Collins, Jim. Good to Great: Why Some Companies Make the Leap... and Others Don't. Harper Business, 2001.
9	Feld, Brad, and Mendelson, Jason. Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist. 4th Edition, Wiley, 2019.
10	Osterwalder, Alexander, and Pigneur, Yves. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Wiley, 2010.
11	Christensen, Clayton M. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. Harvard Business Review Press, 2016.
ICT/MOOCs Reference	
1	Coursera: Inspiring Leadership through Emotional Intelligence — Case Western Reserve University
2	Udemy: Leadership: Practical Leadership Skills — TJ Walker

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P S O 1	P S O 2	P S O 3
CO1	2	2	3	2	2	2	3	2	3	2	2	3
CO2	2	2	3	3	2	2	2	2	3	2	2	3
CO3	1	2	3	2	3	2	2	2	3	3	2	2
CO4	2	2	3	2	2	3	3	2	3	2	2	3