

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration				Branch/Spec.	Marketing Management			
Semester	V				Version	1.0.0.0			
Effective from Academic Year		2026-27			Effective for the Batch admitted in		July 2024		
Course Code	BSEC303		Course Name		Ignite Entrepreneurship				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	02	00	00	00	02	Theory	25	25	50
Hours	02	00	00	00	02	Practical	00	00	00
Pre-requisites									
Conceptual clarity of Basic management function cum principles of management subject									
Objective									
To build inspire on, aspire on, knowledge, skills, networks, practical experience, and confidence to Start-up a new Venture.									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Explain entrepreneurial concepts, mindsets, and intrapreneurial roles in economic contexts.								
CO2	Identify problems, assess opportunities, and size markets using customer-centric methods.								
CO3	Design solutions, develop prototypes, and build viable business and financial models.								
CO4	Formulate go-to-market plans, evaluate scalability, and deliver compelling venture pitches.								
Theory Syllabus									
Unit	Content								Hrs.
1	Entrepreneurship Fundamentals & Context- Meaning and concept, Key attributes and mindset of entrepreneurs and intrapreneurs, Role models, Building entrepreneurial mindset, skills, attributes and networks. Problem & Customer Identification and Solution design & Prototyping								15
2	Opportunity Assessment and Sizing Business & Financial Model, Go-to-Market Plan Scale Outlook and Venture Pitch readiness								15
Exam: Theory 100%, Numerical 0%									
Practical Content									
Practical, assignments and tutorials are based on above syllabus.									
Text Books									
1	Ignite 5.0 Course Wadhvani								
Reference Books									
1	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGrawHill, 11th Edition.								
2	Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business								
3	Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons.								
4	Brown Tim (2019) Change by Design Revised & Updated: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Business								
5	Namita Thapar (2022) The Dolphin and the Shark: Stories on Entrepreneurship, Penguin Books Limited								
6	Simon Sinek (2011) Start with Why, Penguin Books limited								
7	Saras D. Sarasvathy, (2008) Effectuation: Elements of Entrepreneurial Expertise, Elgar Publishing Ltd								
ICT/MOOCs Reference									
1	Ignite 5.0 Course Wadhvani platform (https://nen.org/programs)								
2	https://www.startupindia.gov.in/content/sih/en/reources/online-courses.html								

Mapping of CO with PO and PSO:

Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	2	2	3	1	2	2	2	2	1	1	2
CO2	2	2	1	3	1	3	3	2	3	2	3	2	1	3
CO3	2	3	2	3	1	3	2	3	2	3	2	2	2	2
CO4	2	3	3	3	1	3	3	3	2	3	2	3	3	2