



MG 298 AUG 2:1

ENTREPRENEURSHIP FOR TECHNOLOGY STARTUPS

Instructor

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Department: MANAGEMENT STUDIES

Course Time: WED 2:30 - 5:30 PM

Lecture venue: CLASS ROOM #2 MANAGEMENT STUDIES ANNEXE

Detailed Course Page: http://mgmt.iisc.ernet.in/~piyer/entrepreneurship_management.html

Announcements

This is a course about starting and growing a high potential business. Though we traditionally think that "small is beautiful", the course focuses on businesses that are not intended to be small throughout their

duration. Rather we hope that with hard work and good luck, your "small" business can be expected to

develop into a large and complex enterprise. A key vehicle for this effort is the Business Canvas/ Model/ Plan.

The Business Canvas/ Model/ Plan (BCMP) helps you qualify the opportunity, and attract support from others.

It helps engage and energize the founding team, investors, strategic partners, and vendors for your proposed business. An effective plan is a guide to managing the increasingly complex set of dynamics of a start-up, by providing the mileposts, and by indicating the resources that will be required to achieve them. Finally, it can provide a continuously updated set of guidelines against which you can evaluate actual performance.

Brief description of the course

This course on Entrepreneurship provides you the opportunity to develop your business plan, as well as to read and evaluate many business plans, synopses, and cases. At the end of the course, you should have a

good understanding of how to start a company, and some of the issues that arise in the entrepreneurial process.

As this is a laboratory course, we will minimize the lecture pedagogy of teaching. Instead, we will opt for a judicious combination of case teaching and guest lectures, augmented with some experiential learning. Some of the guest lecturers may come from outside Bangalore, and all of them will be sparing their valuable time for enhancing your learning ability. Hence, we will expect you to be well prepared and intellectually aggressive to maximize the benefits for all. Preparation and hands-on practice is essential for you to get as much as possible from this course (apart from a good grade!). So, please read the assigned portions and case(s), before you come to class. Also, ensure that you make all your submissions of assignments (please see next Section) on time, as per the given schedule.

Prerequisites

Bachelors in Science, Engineering, or Management, with some exposure to the Corporate world. Masters students in Management would find the Course to be very relevant. This is an excellent course for all faculty and students who have a business idea/ invention/ innovation in mind, and wish to start up a Company based on the power of their technology

Syllabus

Introduction to Entrepreneurship

The Systems Approach Needs Analysis; Identification of Business Study Venture Early Stage Entrepreneurial Learning Strategy, Vision, Goals of

Startup Market Needs, Research, Demand Customer Identification, Pilot, Validation, Pivot? Case Analysis; Business Model, Canvas, Lean Startup Business Model, Canvas, Lean

Startup Fundamentals of Costs, Margins and Break-even Fundamentals of P&L and Balance Sheet,

Receivables and Payables. Financial Projections and Cash Flow to determine funding requirements

Financial Projections and Cash Flow to determine funding requirements Financial Projections and Cash

Flow to determine funding requirements Summing Up, Lessons Learnt, Q&A Final Presentations of

Business Model, Canvas, Plans on Business Study Ventures

Course outcomes

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Grading policy

The Course grading shall be based on the following:

1. Group Exercise: Business Plan as per the schedule given earlier: 60%
2. Individual Class participation, Quality of Case Analysis, etc. : 10%
3. One mid semester class test: 10%
4. One Final Exam/ Term Paper: 20%

Total: 100%

Assignments

All assignments may be submitted both electronically and in hard copy. All electronic submissions should be addressed to piyer@mgmt.iisc.ernet.in, with copies to piyeriisc@gmail.com. For the final business plan submission, a formal power point presentation should be given, in addition to the detailed business plan itself.

Sl. No. Date Due Date Topic of Assignment Instructor

1 week #2 #4 Introduction of

Business Study Venture Parameshwar P Iyer

2 week #3 #5 Systems Approach Business Study Venture

Parameshwar P Iyer

3 week #5 #7 Relating to Strategy, Goals, Customer Identification

4 week #6 #8 Relating to Business Model, Canvas, Market Development Parameshwar P Iyer

5 week #10 #13 Determine operational breakeven volumes sales needed monthly for one of the following

cases:- Pizza Restaurant/delivery store - IT services company with 10 employees - Mobile apps

company with 2 apps selling at Rs 100 per download This will enable application of the fixed cost, variable

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cost, margin and breakeven. Time to be spent - 1-2 hours, Output 1-2 PowerPoint slides

6 week #11 #14 Create a simple annual P&L and Balance Sheet for one of the above. Determine EBITDA,

Gross

Margin and Net Margin. Assumptions will be provided in class. Time to be spent 2-4 hours, Output

Single page P&L, single page Balance sheet

7 week #12 #15 Create basic financials projections and

arrive at cash flow requirements for one of the above.

8 week #13 #16 Final Business Model, Canvas,

Plan Document Covering all aspects of Business Study Venture Parameshwar P Iyer

Resources

The textbook for this Course shall be:

1. Robert D. Hisrich and Michael P. Peters. Entrepreneurship, Fifth Edition. Tata McGraw Hill. New Delhi, 2002. Other reference books on Entrepreneurship are as follows:

1. William D. Bygrave, Editor. The Portable MBA in Entrepreneurship, Second Edition. John Wiley and Sons, New York. 1997.

2. Thomas W. Zimmerer and Norman M. Scarborough, Essentials of Entrepreneurship and Small Business Management, Prentice Hall India, New Delhi 2005.

3. Steven C.

Brandt. Entrepreneurship: The Ten Commandments for Building a Growth Company. Addison Wesley Publishing, Reading, MA. 1982.

4. David D. Bodde. The Intentional Entrepreneur. Prentice Hall India, New Delhi. 2004.

Some good general references on general management with relevance to this Course are as follows:

1. Tom Peters. The Circle of Innovation, Alfred A. Knopf, New York 1997

2. John

Drew. Readings in International Enterprise, Routledge, London 1995

3. Prem Vrat, K.K. Ahuja, and P.K.

Jain. Case Studies in Management, Vikas Publishing House, New Delhi, 2002