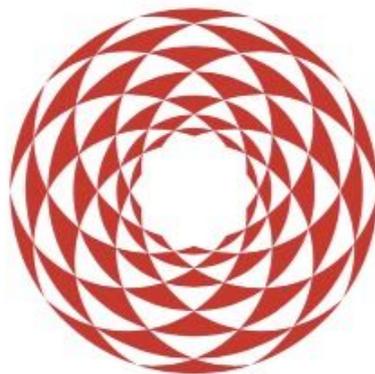


ENTREPRENEURIAL
LEADERSHIP AND STRATEGY
HANDBOOK



ASHOKA
UNIVERSITY

CENTRE FOR
ENTREPRENEURSHIP
ASHOKA UNIVERSITY

The Department offers only a minor in Entrepreneurial Leadership and Strategy. Centre for Entrepreneurship (CFE) aims at building a dynamic global community of thought leaders and entrepreneurs who will change the world. It instils an entrepreneurial mindset among the Ashoka students and familiarizes them with the startup ecosystem, assisting them with ideation to product launch.

Faculty Members:

- Prof. Priyank Narayan
- Prof. Mukesh Sud (Visiting from IIM Ahmedabad)
- Prof. Ankur Sarin (Visiting from IIM Ahmedabad)
- Prof. Rashmi Bansal (Visiting from IIM Ahmedabad)
- Prof. Piyush Tiwari (Visiting from IIM Ahmedabad)
- Prof. Sushil Jhangiani (Visiting from IIM Ahmedabad)
- Prof. Divya Krishnan (Ex Chief Investment Officer at SBI Mutual Fund)
- Prof. Benedicte Faivre-Tavignot (Visiting from HEC Paris)

Requirements:

The Department of Entrepreneurship allows students to explore the following two options:

1. **Minor in Entrepreneurship:**

All undergraduate cohorts need to complete **6 courses in Entrepreneurial Leadership and Strategy** for obtaining a minor degree. A student can opt for any **6 courses** out of the following courses:

- Cultivating an Entrepreneurial Mindset
- Creativity & Design Thinking
- Venture Planning and Strategy
- Social Entrepreneurship and Impact
- Entrepreneurship Lessons from Road less travelled
- Governance Entrepreneurship
- Entrepreneurial Marketing and Finance
- Managing Value of Ventures
- Entrepreneurial Strategy & Operations

2. **Concentration in Entrepreneurship:**

All undergraduate cohorts need to complete **4 courses in Entrepreneurial Leadership and Strategy** for obtaining a concentration in the discipline. A student can opt for any **4 courses** out of the following courses:

- Creativity & Design Thinking
- Venture Planning and Strategy
- Cultivating an Entrepreneurial Mindset
- Social Entrepreneurship and Impact
- Entrepreneurship Lessons from Road less travelled
- Governance Entrepreneurship
- Entrepreneurial Marketing and Finance
- Managing Value of Ventures
- Entrepreneurial Strategy & Operations

3. Interdisciplinary Major in Computer Science and Entrepreneurship

In order to Major in an interdisciplinary degree, students must accumulate 116 credit points at the end of three years- i.e, 16 credits more than what is required for a pure Major.

In addition to the requirements of a pure major in computer science students can choose any 4 entrepreneurship courses (16 credits) offered by the department to complete the interdisciplinary major.

Prerequisites:

The Department of Entrepreneurship has set **no prerequisites** for taking any ENT course. There is no level-wise sequence of courses that you will have to take, you are free to take courses in any order.

Other Credit Options:

1. Independent Study Module (4 credits)

- The student should discuss the project/paper with faculty and HoD.
- ISM needs to be approved by the faculty before registering the course

2. Summer Abroad

Summer Abroad:

1. Berkeley - Marketing UGBA 106
2. HEC Paris - Entrepreneurship: The Startup Studio
3. King's College London - International Business
4. Harvard - Entrepreneurial Solutions to Intractable Social & Economic Problems
5. Israel Immersion Programme
6. South Africa Entrepreneurship Immersion Programme

Entrepreneurship Capstone:

All students who intend to graduate with a Minor in Entrepreneurial Leadership and Strategy are eligible to apply for the **Entrepreneurship Capstone (4 credits)**. These projects are floated by industry practitioners and entrepreneurial organizations with the aim of giving students practical experience and exposure to skills that may be relevant to early career opportunities. The students learn to work in teams in a thriving environment and increase their network in the entrepreneurship and corporate world. The student should discuss the project and deliverables with the Head of Department, Centre for Entrepreneurship.

Important Notes:

There may be different level courses offered in a semester, but a student can opt for any of the courses in any manner as there are no prerequisites.

Courses being offered by the Entrepreneurship Department:**• Venture Planning and Strategy (ENT-2003-1)****Professor Mukesh Sud**

What tools do entrepreneurs need to successfully launch new ventures? What legal entity should a startup adopt? How do entrepreneurs raise funds, establish a team and get their venture off the ground? What are the key ingredients of a successful start-up?

Through a mix of case discussions, assigned articles and in-class activities, students learn the start-up process in establishing a venture, and get a feel of the practical challenges and opportunities involved in building ventures and the rewards it offers.

• Leadership Lessons from the Road Less Travelled (ENT-1007-1)**Professor Rashmi Bansal**

A storytelling pedagogy oriented course, this is a journey that leading entrepreneurs of India

take students through, along with Rashmi Bansal. High achieving entrepreneurs will speak about their life stories, how and why they started out, what were/are their motivators, what difficulties and challenges they faced along the way, how they built their team, how they managed to work with very little capital and so on. The course aims to enable the participants to appreciate the various facets of leadership and the behavior and traits of successful leaders through listening to the life stories of a dozen high achieving entrepreneurs and interacting with them.

• **Governance Entrepreneurship (ENT-2006-1)**

Professors Piyush Tewari and Priyank Narayan

Working with governance structures has become imperative for changemakers. Whether it is about selling or scaling, the Government can be a key customer as well as a facilitator. So, what are some of the principles of entrepreneurship that can be applied to deal with Government and governance structures? What differentiates it from entrepreneurship in a purely business setting? This course teaches cutting edge techniques to facilitate system-change by combining the spirit of enterprise with zeal for public service. The course covers all key aspects of building a successful and enterprising campaign to bring about positive change in governance. It pushes students to think hard about the change that they wish to see and then guides them through the structure of achieving that change.

- **Entrepreneurial Marketing and Finance (ENT-3001-1)**

Professors Divya Krishnan and Sushil Jhangiani

This course is divided into two parts, which will be taken by separate faculty members. The marketing part will be taught by Prof. Sushil Jhangiani, who give cover topics such as customer value, estimating demand, understanding consumer behavior, brand positioning, pricing strategy, market segmentation, brand positioning, and more. The finance part will be taught by Prof. Divya Krishnan, who will cover topics like introduction to and analysis of basic financial statements including ratio analysis, time value of money, cost of capital, valuation of projects and capital budgeting, start-up financing and valuation, formal and informal equity capital, and more.

- **Cultivating an Entrepreneurial Mindset (ENT-1003-1)**

Professor Mukesh Sud

What are the key ingredients that drive success in startups? How do entrepreneurs capitalize on new ideas and bring them to market? How is an entrepreneurial mindset different from a managerial one?

This course engages with these and other key questions and enables students to understand how entrepreneurs are able to connect the dots to recognize patterns, visualize opportunities and get a feel of the language entrepreneurs engage in the business world. Students try to draw conclusions whether entrepreneurship should be confined to establishing and running a venture or it can be a mindset that they follow through their lives.

- **Creativity and Design Thinking (ENT-1000-1)**

Professor Priyank Narayan

It is often said that “Today, thinking is more important than knowing”. Opportunities are what we all look for and their counterpart — the problems — are what we need to solve in daily lives. The dynamic environment of the twenty-first century requires more creative skills from citizens than just analytical skills to manage in the ever-changing work environment. This course is designed to help students develop the ability to think of solving problems in new and interesting ways.

- **Social Entrepreneurship and Impact (ENT-2002-1)**

Professors Ankur Sarin

Living in India, one does not need facts and figures to understand the monumental challenges faced in the process of development and the need for social change. The idea of “Social Entrepreneurship” today captures much of the innovative thinking that has emerged over recent years to overcome these challenges. By seeking to merge the creation of societal value with more market-like pursuits, it seeks to engage individuals who are interested in contributing to society but are either wary of or intimidated by the traditional actors in the social space. However, the increased attention to the sector has also led to recognition of its limitations.

This course tries to understand private actions that engender social change and sources of resistance and threats to it.

The specific objectives of the course are to help students:

- Engage with the complexities and paradoxes of social change
- Understand the need, role and functioning of social entrepreneurs in society
- Understanding models of social entrepreneurship
- Engage with evaluation frameworks for social enterprises

• **Managing Value of Ventures (ENT-3003-1)**

Professors Divya Krishnan

The course explores the levers that drive the creation and management of financial value, both at the enterprise level for an entrepreneur, and at the personal level for an individual.

Students will get a working knowledge of the theoretical underpinnings of these concepts, but focus more on building practical skills.

- **Entrepreneurial Strategy & Operations (ENT-3004-1)**

Prof. Mukesh Sud

The course will give students an understanding of the ‘language of the workplace’.

The first part of the course deals with issues and challenges relating to context, process and content of strategy formulation and implementation. The course will provide a foundation to understand and analyze strategic issues managers confront.

In the latter part the focus is on operations management and covers the intricacies of operations, global supply chains, their constraints or bottlenecks, supply chain management, bullwhip effect, etc. These concepts are crucial to understanding how products reach retail stores from manufacturing units, the efficiency and challenges of these processes, and finally the associated risks and how these are resolved.

Frequently Asked Questions:

Q: How many courses do I need to complete a minor/concentration in ENT?

A: Like all other minors, you need six courses to finish a minor in ENT. You need four courses to finish a concentration.

Q: Can I finish my ENT minor within 3 years?

A: It is possible to finish the minor within three years. However, it is important to plan your courses in advance. Note: there is no level-wise sequence of courses that you have to follow in ENT.

Q: What are the mandatory requirements to finish my ENT minor/concentration?

A: The only mandatory ENT requirement is that you take six courses for a minor and 4 courses for a concentration.

Q: Can I take a 300-level course before a 100-level course?

A: Yes, you can.

Q: Do I need to take 200-level courses before taking 300-level courses?

A: No.

Q: How many cross-listed courses can I take?

A: Currently CFE does not offer any cross-listed courses.

Q: How can I earn extra-credits for ENT?

A: Doing ISM (Independent Study Module) or Summer Abroad.

Q: Can I be a TA for an entrepreneurship course?

A: The faculty decides in case of TAship. Usually TFs are preferred but for specific cases head of department can be approached.

Q: Whom should I contact for further queries?

A: You can email them to the **Student Representatives**

Muskan Jain at muskan.jain_ug21@ashoka.edu.in

Saksham Bansal at saksham.bansal_ug21@ashoka.edu.in

Or to **The Department** at: entrepreneurship@ashoka.edu.in.