

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SESM02 MBM5SESM02 MFB5SESM03
Course Title	Case Study of Entrepreneurs

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Relate the significance of entrepreneurial mind-set
2. Identify the common mistakes made by entrepreneurs
3. Analyze the life stories of entrepreneurs in a structured way
4. Assess the role of entrepreneurial leadership in an enterprise's success

Syllabus

Teaching Hours

Unit I: What Entrepreneurs Really Do <ul style="list-style-type: none"> • Entrepreneurial Ecosystem • Entrepreneurial Mind-set • Characteristics of Entrepreneurs • Intrapreneurs • Start-ups Success & Failure 	05
Unit II: Case Studies of Indian Entrepreneurs <ul style="list-style-type: none"> • The Questions every Entrepreneur must answer Why Entrepreneurs don't scale? • Beating the Odds When you launch a New Venture • Rural Entrepreneurs • Social Entrepreneurs • Women Entrepreneurs 	15
Unit III: Case Studies of International Entrepreneurs <ul style="list-style-type: none"> • Pitching Business Opportunities • How Entrepreneurs Craft Strategies that Work 	10

Suggested Readings:

1. Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A., Value proposition design: How to create products and services customers want. John Wiley & Sons.
2. Gopalakrishnan, C., The Entrepreneur's Choice: Case Studies on Family Businesses in India, Routledge.