

Indraprastha College for Women
University of Delhi
Work Plan for ODD SEMESTER – 2026

COURSE NAME	GEC
PAPER TITLE	Entrepreneurship Essentials – 1
UNIQUE PAPER CODE	6904000001
SEMESTER	I
FACULTY(S)	Ms. Sneha
YEAR	2026-27

Work Plan

Unit No.	Learning Objective	Lecture/ Practical No. (1practical=2 hours)	Topics to be Covered
I	Understand fundamental concepts and importance of entrepreneurship.	1	Understanding Entrepreneurship: Concepts and Importance
I	Explain motivations for becoming an entrepreneur.	2	Why be an Entrepreneur?
I	Identify traits and types of entrepreneurs and understand entrepreneurs as leaders.	3	Traits of Successful Entrepreneurs, Types of Entrepreneurs (entrepreneurs as leaders)
I	Understand the entrepreneurial ecosystem in India.	4	Entrepreneurial Ecosystem in India
II	Understand the concept and significance of an entrepreneurial mindset.	5	Introduction to Entrepreneurial Mindset
II	Explain key dimensions of entrepreneurial mindset and their role in entrepreneurial success.	6	Key Dimensions of Entrepreneurial Mindset and its role in Entrepreneurial Success
II	Develop an understanding of how an entrepreneurial mindset can be cultivated.	7	Developing & Cultivating an Entrepreneurial Mindset
II	Recognise ethical considerations relevant to entrepreneurs.	8	Ethical Considerations for Entrepreneurs
III	Identify, evaluate and generate viable business opportunities.	9	Identifying, Evaluating Business Opportunities and Generating Ideas

III	Apply empathy and design thinking to entrepreneurial problem-solving.	10	Concept of Empathy and Design Thinking
III	Identify opportunities for social entrepreneurship.	11	Identifying Opportunities for Social Entrepreneurship
III	Assess the feasibility and viability of entrepreneurial ideas.	12	Feasibility & Viability Analysis
III	Apply opportunity-scanning and ideation techniques to generate business ideas.	13	Practical – Opportunity Scanning and Idea Generation Workshop
III	Use design-thinking tools to frame problems and develop solutions.	14	Practical – Design Thinking Challenge
III	Assess potential social impact of entrepreneurial opportunities.	15	Practical – Social Impact Assessment Workshop
III	Apply feasibility criteria to evaluate a proposed business idea.	16	Practical – Feasibility Study Simulation
IV	Understand customer and market segmentation and identify relevant customer groups.	17	Know your customers: Basics of Segmenting the customer and the market
IV	Identify customer segments and understand the process of market research.	18	Identifying Customer Segmentation and Conducting Market Research
IV	Develop a clear customer value proposition.	19	Customer Value Proposition
IV	Evaluate customer segments and select appropriate target customers.	20	Moving ahead with customer targeting
IV	Apply market segmentation criteria to a selected entrepreneurial idea.	21	Practical – Market Segmentation Activity
IV	Design a basic market research plan for a selected business idea.	22	Practical – Designing a Market Research Plan
IV	Craft a customer-centric unique value proposition.	23	Practical – Crafting a Unique Value Proposition
IV	Apply customer targeting concepts through simulation.	24	Practical – Customer Targeting Simulation

Unit Contents/Syllabus

I	Unit 1: Introduction to Entrepreneurship and Opportunity Recognition 1.1.1 Understanding Entrepreneurship: Concepts and Importance 1.1.2 Why be an Entrepreneur? 1.1.3 Traits of Successful Entrepreneurs, Types of Entrepreneurs (entrepreneurs as leaders) 1.1.4 Entrepreneurial Ecosystem in India
II	Unit 2: Entrepreneurial Mindset 1.2.1 Introduction to Entrepreneurial Mindset 1.2.2 Key Dimensions of Entrepreneurial Mindset and its role in Entrepreneurial Success 1.2.3 Developing & Cultivating an Entrepreneurial Mindset 1.2.4 Ethical Considerations for Entrepreneurs
III	Unit 3: Business Opportunities Identification 1.3.1 Identifying, Evaluating Business Opportunities and Generating Ideas 1.3.2 Concept of Empathy and Design Thinking 1.3.3 Identifying opportunities for social entrepreneurship 1.3.4 Feasibility & Viability Analysis Practical: Opportunity Scanning and Idea Generation Workshop; Design Thinking Challenge; Social Impact Assessment Workshop; Feasibility Study Simulation
IV	Unit 4: Market Analysis & Customer Research 1.4.1 Know your customers: Basics of Segmenting the customer and the market 1.4.2 Identifying Customer Segmentation and Conducting Market Research 1.4.3 Customer Value Proposition 1.4.4 Moving ahead with customer targeting Practical: Market Segmentation Activity; Designing a Market Research Plan; Crafting a Unique Value Proposition; Customer Targeting Simulation

Essential Readings

1. Baron, R. A., & Shane, S. A. (2008). **Entrepreneurship: A process perspective**. Cengage Learning.
2. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2019). **Entrepreneurship (11th ed.)**. McGraw-Hill Education.
3. Neck, H. M., Neck, C. P., & Murray, E. L. (2017). **Entrepreneurship: The practice and mindset**. SAGE Publications.
4. Dweck, C. (2006). **Mindset: The new psychology of success**. Ballantine Books.
5. Ries, E. (2011). **The Lean Startup**. Crown Business.
6. Bornstein, David. (2003). **How to change the world: Social entrepreneurs and the power of new ideas**. Oxford University Press.
7. Kotler, P., Keller, K.L., & Cunningham, P.H. (2018). **Marketing Management**. Pearson.
8. McDonald, M., & Dunbar, I. (2012). **Market segmentation: How to do it, how to profit from it**. John Wiley & Sons.

9. Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value proposition design. John Wiley & Sons.

Suggested Case Studies (Indian Context)

1. Flipkart – Laying the foundations for the Flipkart Story
2. Paytm – Launching the Digital Wallet Revolution in India
3. OYO Rooms – Starting small in an unorganised sector
4. Dhirubhai Ambani – The Visionary Entrepreneur
5. Narayana Murthy – Building Infosys from Scratch
6. Satyam Scandal – Lessons in Corporate Ethics
7. Ola Cabs – Revolutionizing the Taxi Industry
8. Project Chirag – Empowering Rural India with Solar Energy
9. Zomato – From Start-up to Unicorn
10. Amul – Targeting Different Customer Segments
11. Flipkart – Crafting a Customer-Centric Value Proposition
12. Swiggy – Revolutionizing Food Delivery through Targeted Marketing

Paper Components

Credits	Lecture	Practical / Practice
4	2	2

Note: Practical sessions are included only for Units III and IV