Entrepreneurship in India & for India (GNAM Course)

Name of the Faculty:	**Suresh Bhagavatula**
Designation/Affiliation:	Professor
Teaching Area: (such as Finance & Accounting; Marketing; Production & Operations Management; Strategy)	Entrepreneurship
This course may be offered to:	GNAM Week EMBA Week
Total Credits (No. of hours):	3 Credits, 30 Hours
Specify the Year and Month:	June 2022
Course Type:	Elective
Grading Norms	Qualitative

Course Summary

Bangalore is the city that hosted the Indian entrepreneurial growth in the 1990s when companies such as Infosys, Mphasis, Sasken, MindTree, Ittiam and thousands of smaller ones were set up and played a pivotal role in spearheading the Indian IT services boom. Ten and thousands of Indian graduates could find jobs initially in India and later across the world. Over the last ten years, Bangalore has been central in hosting the entrepreneurship boom that India is experiencing. The news ventures are solving both India's as well as global problems.

Bangalore is in the top 20 ecosystems on the Global Startup Ecosystem Ranking. Thanks to good weather and a talented workforce, companies prefer to start in Bangalore than elsewhere in India despite the terrible traffic. Due to growth in unicorns like Flipkart, Paytm, Byjus, Swiggy, India is experiencing a massive boom in tech-based entrepreneurship. Nowadays, most products, including jewellery, furniture, and organic produce, can be purchased online in India. Companies such as ZipDial, Mango, LittleEye Labs that started in Banglore have been acquired by global companies such as Twitter, Qualcomm and Facebook. Due to the growth of mobile phones and internet service providers like Jio, startups are leveraging technology to address various issues faced in India and the world. Thanks to the pandemic, digital technology usage has grown exponentially, leading to a spate of EdTech and D2C businesses. While Bangalore is again turning into an existing place for entrepreneurship, the other cities in India are also quite active. Cities like Hyderabad, National Capital Region (NCR), Chennai have all transformed themselves into thriving startup ecosystems. In terms of investments, NCR has managed to get as much investment as Bangalore. Thanks to Zoho and Freshworks, Chennai is the hub for SAAS companies. Hyderabad, thanks to THub, has managed to attract new talent and become known for deep technology companies.

Learning Objectives / Outcomes

The course is designed with the following specific objectives and learning outcomes:

- Help understand entrepreneurship in India
- Growth of Opportunity based Entrepreneurship
- Growth of problem solving entrepreneurship

Pedagogy

Through lectures, case studies and entrepreneur interactions

Classes will be scheduled from 3.00 pm to 8.45 pm IST from Monday to Friday (with 15 breaks between sessions)

Course Evaluation & Grading

Course evaluation components: Individual assessment must be at least 50%

- 30% Case analysis
- 30% Reflection note
- 40% Interviews with VCs or Entrepreneurs (Group work)

Session-wise plan

Credits: 3 credit   **Total Hours: 30**   **No. of sessions: 20**

Day	Sessions	Topics
1	1	**Topic: Overview of the course and Introductions** **Pedagogy:** Lecture
1	2 & 3	**Topic:** Entrepreneurship in India **Pedagogy:** Lecture discussing both necessity based as well as opportunity based **Readings:** Global Entrepreneurship Monitor (India report) **https://www.gemconsortium.org/economy-profiles/india**
1	4	**Topic:** Entrepreneurship in India **Pedagogy:** Case discussion **Readings:** Saumil Majumdar case (Unpublished case)

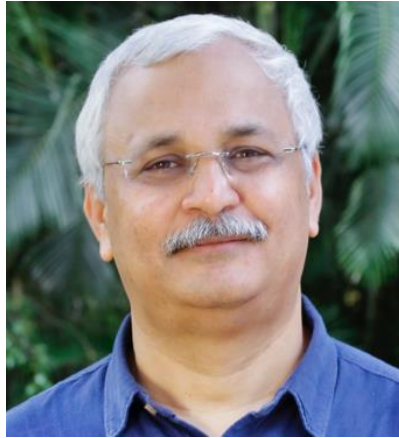|		
2	5	**Topic:** Understanding Early stage entrepreneurship: Understanding organizational sponsorship of Incubators **Pedagogy:** Lecture **Readings:** Incubators and their role in growing entrepreneurial ecosystems, Background Note https://hbsp.harvard.edu/product/SCG543-PDF-ENG?Ntt=incubators%20
2	6	**Topic:** Educating early stage entrepreneurs: The experience of NSRCEL **Pedagogy:** Lecture Readings: Natural Born entrepreneurs Note: https://hbsp.harvard.edu/product/R0108B-PDF-ENG?Ntt=training%20entrepreneurs
2	7	**Topic:** Moving from Idea to action **Pedagogy:** Case discussion **Readings:** Freshworld: Marrying the art of street vending with the science of modern retail https://hbsp.harvard.edu/product/IMB863-PDF-ENG?Ntt=freshworld%20
2	8	**Topic:** Our startup journey Pedagogy: Interactions with Entrepreneurs
3	9	**Topic:** Understanding Growth stage Support in India: Accelerators **Pedagogy:** Lecture **Readings**: Corporate Accelerators: Building bridges between corporation and startups https://hbsp.harvard.edu/product/BH744-PDF-ENG?Ntt=accelerators%20
3	10 & 11	**Topic:** Partnering with large firms **Pedagogy:** Case discussion **Case:** https://hbsp.harvard.edu/product/W12522-PDF-ENG?Ntt=prashantham
3	12	**Topic: Accelerating ventures:** **Pedagogy**: Interactions with Corporate accelerators and their startups
4	13	**Topic: Unicorn Growth in India** **Pedagogy**: Lecture

		Readings: NASSCOM Tech Startup Report https://community.nasscom.in/communities/productstartups/nasscom-tech-start-report-2021-year-titans
4	14	**Topic: Turning Unicorn by leveraging social technologies for hinterlands** **Pedagogy:** Case discussion **Readings** Meesho: Starting social commerce in India https://hbsp.harvard.edu/product/IMB907-PDF-ENG?Ntt=meesho%20
4	15	**Topic: Growing a Unicorn** **Pedagogy**: Interactions with an entrepreneur
4	16	**Topic: STEM Ecosystem in India** **Pedagogy**: Lecture **Readings:** https://nasscom.in/knowledge-center/publications/indias-deeptech-start-ups-next-big-opportunity https://www.forbesindia.com/article/innovation/why-indias-deep-tech-startups-are-in-the-deep-end/65029/1 https://kr-asia.com/indian-deep-tech-startups-are-finally-taking-off
5	17	**Topic:** Social Entrepreneurship in India **Pedagogy**: Lecture **Reading**: Social Entrepreneurship: What are we talking about? https://www.researchgate.net/publication/4817078_Social_entrepreneurship_What_are_we_talking_about_A_framework_for_future_research
5	18	**Topic:** Social Entrepreneurship **Pedagogy:** Case discussion **Reading: Saahas: Zero waste** https://hbsp.harvard.edu/product/IMB775-PDF-ENG?Ntt=saahas
5	19	**Topic:** Social Entrepreneurship using Technology **Pedagogy:** Interactions with entrepreneurs
5	20	**Wrap-up**

Suresh Bhagavatula is a Professor in the Entrepreneurship Area at IIM Bangalore, India. He is the academic director for multiple entrepreneurship development programs offered through NS Raghavan Centre for Entrepreneurship Learning, an incubator on campus. His research interests are in two overlapping domains – entrepreneurship and social networks. He is bullish on the power of entrepreneurship to transform India into an equitable society and mentors many startups both in for-profit and not-for-profit spaces.

He co-founded HeadStart, which runs a monthly event called Startup Saturday, which is now spread across 12 cities in India. He has a PhD from Vrije Universiteit, Amsterdam and was an entrepreneur before joining academics.