Practicum Objective: Provide an exciting introduction to the process and practice of entrepreneurship and new venture creation. Equip students with conceptual frameworks for identifying entrepreneurial opportunities, evaluating their techno-commercial attractiveness for investment and launching a new venture.

Practicum outline: Modules are designed in such a way as to enable students to understand and apply the techniques and processes that can be used to identify entrepreneurial opportunities and prepare a realistic business plan based on their own ideas.

Structure:
- It is a one credit elective (allocation: one credit each in Terms 6 and 8)
- Comprises ten 2-hour tutorial sessions
- Starting from term III, through term VI. A few additional sessions will be scheduled to accommodate guest speakers.
- Each session will consist of discussion revolving around case studies and sharing of experiences among students. It will also have structured interaction with successful entrepreneurs, venture capitalists and project mentors
- For refining the plans, student teams will present their plan summaries to other teams who will play roles of investors evaluating the plans
- Teams will also present and defend their Business Plans to an evaluating team comprising venture capitalist, banker and entrepreneurial manager
- Each team spends about an hour per week with the mentor team, reviewing and assessing the progress and action plan. This is mandatory

Number of students: No Limit

Book (optional):
- New Venture Creation – J A Timmons
- The Definitive Business Plan – Richard Stutely

Software (required):
- MEXL: Marketing Engineering

Grading:
- Tutorial participation and Peer evaluation – 10 % + 10%
- Submissions (total 4) – 20%
- Mentoring sessions – 15%
- Presentation and defence – 15%
- Final Business Plan – 30%

Learning outcome:
On completion of this elective course, the students will be able to
- Evaluate the techno-commercial viability of an idea
- Produce and present a business plan for a new venture
- Analyse a business opportunity from the perspective of an investor

B-Plan Competition:
Students who partake in this course can submit their business plan for all Business Plan Competitions