



**O.P. Jindal Global University**  
*A Private University Promoting Public Service*



**The Psychology of Entrepreneurship**

*Course Instructor: Dr. Vernon Dmello*

Jindal Institute of Behavioural Sciences (JIBS)

3 Credit Course

## **SPRING SEMESTER 2026**

Faculty Contact: Dr. Vernon Dmello

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Office Hours: **TBD**. Email for a slot in advance.

Classroom: **TBD**

The information provided herein is by the Course Coordinator. The following information contains the official record of the details of the course.

### **PART I**

<b>Course Title: The Psychology of Entrepreneurship</b>	
Course Code	BE-E-0060
Course Duration	1 Semester
No. of Credit Units	3
Level	UG / PG
Pre-Requisites	Nil
Pre-Cursors	Nil
Equivalent Courses	Nil
Exclusive Courses	Nil
Class Timing	<b>TBD</b>

### **PART II**

#### **Course Description**

Entrepreneurship is both an art and science. Entrepreneurs are the driving forces of any economy. The passion for entrepreneurship is majorly fueled by one's spirit but, to sustain it one needs to understand the nuances of it and this course will help students to understand the psychological aspects of these nuances. Individual ability, cognition, and emotion are interdependent and together form a person's psychology. In the process of starting one's own venture, it is important for the individual to maintain the balance between these psychological aspects and implement entrepreneurial behaviours which supports the individual's entrepreneurial goals. The course will explore psychological aspects of entrepreneurial behaviour such as positive mind-set, personality of entrepreneurs, their social consciousness and discuss whether entrepreneurs are born or made. It will further provide an insight on the role of gender in entrepreneurship journeys. The course will also help you learn how to communicate, manage stress and focus like an entrepreneur.

## Learning Outcomes

After completing the course, the student will be able to:

1. Provide a better understanding behind the psychology of entrepreneurs.
2. Demonstrate the various skills required for entrepreneurship.
3. Learn about the importance of motivation, persistence, communication, leadership and various other psychological aspects of starting one's own business.

## Course Format

Class time will be a combination of short lectures, guided discussions, interactive lab activities and case analyses. The evaluations will include in-class activities, individual and group presentations, written assignments, quizzes, and projects

Students are expected to:

- Prepare before class by completing short assigned readings (1–2 articles/chapters per week).
- Participate actively in all class activities, games, drills and discussions.
- Submit assignments on time.

The course is designed to be student-centred and experiential, with emphasis on transferable psychological skills such as emotional regulation, decision-making under pressure, communication, reflective practice and resilience.

## Assessments

**Note:** All submissions have to be in APA format, using 12 pt. Times New Roman font, double spaced, and include in text citations and references wherever appropriate. Absenteeism on the day of assessment will not be entertained and no assessments shall be rescheduled.

Assessment	Due Date	Weightage
Group Presentations		20%
Mid - term		30%
Role play simulation		20%
End semester	As per Exam Department	30%

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## Missed or Late Assessment Submission

All assessments are expected to be submitted on the scheduled day. In case of exceptional circumstances, the student can contact the course instructor and at their discretion (with or without penalty), the instructor may take a call on the concession that is granted. It is the student's responsibility to double check that the correct file has been submitted. In case the incorrect or corrupted document is submitted for evaluation, it may result in a lower grade for the student.

## Grading of Student Assessment

Letter Grade	Percentage of Marks	Grade Points	Interpretation
O	80 and above	8	<b>Outstanding:</b> Exceptional knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules and principles and extraordinary critical and analytical ability.
A+	75 - 79	7.5	<b>Excellent:</b> Sound knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules and principles and critical and analytical ability.
A	70 - 74	7	<b>Very Good:</b> Sound knowledge of the subject matter, excellent organizational capacity, ability to synthesize ideas, rules and principles, critically analyse existing material and originality in thinking and presentation.
A-	65 -69	6	<b>Good:</b> Good understanding of the subject matter, ability to identify issues and provide balanced solutions to problems and good critical and analytical skills.
B+	60 - 64	5	<b>Fair:</b> Average understanding of the subject matter, limited ability to identify issues and provide solutions to problems and reasonable critical and analytical skills.
B	55 - 59	4	<b>Acceptable:</b> Adequate knowledge of the subject matter to go to the next level of the study and reasonable critical and analytical skills.
B-	50 - 54	3	<b>Marginal:</b> Limited knowledge of the subject matter and irrelevant use of materials, and poor critical and analytical skills.
P1	45 - 49	2	<b>Pass 1:</b> Pass with Basic understanding of the subject matter.
P2	40 - 44	1	<b>Pass 2:</b> Pass with Rudimentary understanding of the subject matter.
F	Below 40	0	<b>Fail:</b> Poor comprehension of the subject matter; poor critical and analytical skills and marginal use of the relevant materials. Will require repeating the course.

## **Course Outline**

### **Introduction to the world of Entrepreneurship and Psychology**

- Understanding the concept of Entrepreneurship (also understanding the students' viewpoint of the concept of entrepreneurship)
- Understanding the entrepreneurial mindset
- Brief Introduction of the psychological concepts of entrepreneurship

### **Motivation and Growth Mind-Set**

- What is growth mind-set
- Why is important for an entrepreneur
- How to develop a growth mind-set

### **Fostering Creativity and Innovation**

- Why is creativity and innovation required for entrepreneurs
- How can students foster it

### **Grit and persistence**

Grit, perseverance and persistence

Problem-solving

Confidence

### **Communication**

Effective communication, empathy

Persuasion and social psychology

### **Leadership**

Effective leadership

Styles of leadership

How to become a leader

Managing organizations – roles and functions of entrepreneurs

### **Relationships**

- Importance of developmental relationships
- Learn how to build developmental relationships
- Understand how to manage employees in best possible manner

### **Stress and Well-being**

What is stress?

Coping and coping strategies

Well-being, work-life balance

## **CLASSROOM POLICIES**

### **Professional Conduct in Classroom**

Developing professionalism means arriving on time to the classroom, maintaining classroom decorum, such as being seated within the first two minutes, being respectful to the instructor, peers, conflicting opinions, and submitting assignments on time. As a student of this course, you are expected to integrate these skills into your daily behaviour as maintaining professionalism is an essential component of the course. It is essential that we pursue higher ideals which means incorporating behaviours such as listening to others when they are contributing, being sensitive to other individuals and diversity, and supporting the overall learning environment. Disrupting the learning environment by arriving after a two-minute window from the designated start time would mean that the student will be refused entry/attendance. It is also expected that the student contributes in classroom discussions, activities, and presentations to enhance the overall learning environment.

### **Attendance Policy**

Students are expected to attend all classes (100% attendance). Students that are regularly absent cause a disruption to the learning environment and limit their own potential. A student who fails to attend a class is expected to inform the Course Instructor, beforehand, orally or in writing, the reason for their absence. A minimum of 75% attendance is mandatory, failing which, student is not permitted to take the final exam or end term exam.

### **Punctuality**

Students are expected to be seated and prepared inside the class at the scheduled class time. Regular late comers will be denied entry. Both late comers and early departures disrupt the learning environment and would be penalized. A student who might feel like that they might be late for a class is expected to inform the Course Instructor, beforehand, orally or in writing, the reason for the same.

### **Respectfulness**

Students must maintain the integrity of the classroom which means respecting peers, faculty, and staff. It is essential that the student is attentive and sensitive about the words that they use and its impact on others. Students who harm the decorum of the classroom will be asked to leave the classroom and marked absent for the day.

## **Electronic Devices**

Electronic devices such as laptops, headphones, mobile phones are known to be major distractions for learning. Therefore, students will be permitted to use electronic devices only at the behest of the course instructor.

## **Notes on Plagiarism**

*Plagiarism is not acceptable! Chat GPT extracted answers are not acceptable either.* Please refrain from copying and pasting paragraphs and sentences from your reading materials. This includes copying someone's words, structure, grammar, ideas, thoughts, and phrases and passing them as your own. Too many quotes are not acceptable!

What is acceptable? Using one quote which is not more than 40 words with proper citation. Use citation! It's a must! Present the content you read from your reading materials in your own words! It is necessary to cite all material that is not the student's original work. Think and critically analyse the content! The source should be always acknowledged in your written material and presentation. All papers in this class will be checked electronically for plagiarism. Sharing or using past work is also counted as plagiarism.

Academic learning is founded on ideals of honesty, integrity, and civility and students are expected to display these ideals at all times. Serious consequences could result when the ideals of academic behaviour are violated.

## **Safe Space Pledge**

Some parts of this course may discuss a range of issues that might result in distress for some students. Discussions and images in the course might also provoke strong emotional responses. To make sure that all students collectively benefit from the course, and do not feel troubled due to either the contents of the course, or the conduct of the discussions, it is incumbent upon all within the classroom to pledge to maintain respect towards our peers. This does not mean that you need to feel restrained about what you feel and what you want to say. Conversely, this is about creating a safe space where everyone can speak and learn without inhibition and fear. This responsibility lies not only on students, but also the instructor.

## **Disability Support and Accommodation Requirements**

JGU endeavours to make all its courses accessible to students. All students with a known disability needing academic accommodations are required to register with the Disability Support Committee. The Committee has so far identified the following conditions that could possibly hinder

student's overall well-being. These include: physical and mobility related difficulties; visual impairment; hearing impairment; medical conditions; specific learning difficulties e.g. dyslexia; mental health.

The Disability Support Committee maintains strict confidentiality in its discussions. The students should preferably register with the Committee in the first week of the semester as disability accommodation requires early planning. DSC will approve and coordinate all the disability related services such as appointment of academic mentors, specialized interventions and course related requirements such as accessible classrooms for lectures, tutorials and examinations.

All faculty members are required to refer students with any of the above-mentioned conditions to the Disability Support Committee for addressing disability-related accommodation requirements.

**Centre for Wellness and Counseling Services:**

Contact: Email ID: [cwcs@jgu.edu.in](mailto:cwcs@jgu.edu.in)

Mobile: +91 8396907312