



**JINDAL GLOBAL
BUSINESS SCHOOL**
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



O.P. Jindal Global University
A Private University Promoting Public Service
NAAC Accreditation - 'A' Grade

Jindal Global Business School
Course Outline

Course Title	Introduction to Entrepreneurial Ecosystems
Core or Elective	Elective
Program and Batch	BBA
Semester & Academic Year	Fall 2026
Credits	3
Discipline/Area	Strategy and General Management
Name of the Faculty Member/Course Instructor	Manash Jyoti Borah
Contact Details of the Faculty Member	manashj.borah@jgu.edu.in
Contact Details of Support Staff	jgbs-eo@jgu.edu.in
Faculty Member's Open Office Day/s & Time	TBD

Introduction to the Course

Entrepreneurial ecosystems refer to the environment in which entrepreneurs operate. This course offers a comprehensive analysis of the factors that contribute to the success of entrepreneurial ecosystems, as well as their impact on innovation and entrepreneurship. Through case studies, guest speakers, and classroom discussions, students will gain a deep understanding of the components of entrepreneurial ecosystems, including funding sources, talent development, and supportive policies, among others. They will also explore the impact of social, cultural, and political factors on entrepreneurship and learn how to navigate the complex landscape of entrepreneurial ecosystems to maximize opportunities for success.

Course Learning Objectives (CLO)

1. Understand the concept of entrepreneurial ecosystems and their role in fostering innovation and entrepreneurship.

2. Analyze the elements of an entrepreneurial ecosystem, including talent development, funding sources, supportive policies, and more.
3. Explore the impact of social, cultural, and political factors on entrepreneurship.
4. Develop the skills to navigate and engage with entrepreneurial ecosystems.

Programme Competency Goals

BBA Programme Competency Goals (PCGs)		BBA Programme Learning Objectives (PLOs)	
		Students will be able to	
1	Responsible Global Citizenship: Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	1. Understand local business issues	
		2. Understand global business issues	
		3. Demonstrate sensitivity towards ethical issues	
		4. Demonstrate sensitivity towards social issues	
2	Effective communication: Ability to effectively exchange ideas and information	5. Present their ideas with clarity	
		6. Write in a coherent manner	
		7. Use technology for communication	
3	Critical Thinking: Ability to identify, analyze business problems and propose effective solutions	8. Identify main issues of business problems	
		9. Examine information from different sources	
		10. Draw inferences from analysis	
4	Teamwork: Ability to work and contribute effectively in group -settings	11. Understand the factors to work effectively in groups	
		12. Contribute effectively in groups	

PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the

		following items
PLO 1, 5, 10, 12	PCG 1, 2, 3, 4	A1,2,3,4, 5

Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage (Percentage)	Nature (Individual/Group)	Week of Assessment	PLOs to be Assessed
A1: Class Participation	10%	Individual	Continuous	PLO1
A2: Project Report	30%	In-Groups	8 th and 15 th Week	PLO1, 5, 10, 12
A3: Quiz	20%	Individual	8 th Week	PLO1
A4: Endterm Presentation and Viva	10% + 20%	Group + Individual	8 th and 15 th Week	PLO1, 10, 12
A5: Peer Feedback	10%	Individual	14 th Week	PLO 12

Description of Assessments:

A1: Class Participation: Class Participation will be captured variously in multiple sessions and formats, including guest lectures.

A2: Project Report -You are expected to carefully analyze different aspects of an entrepreneurial ecosystem provide a detailed report. The report will include data and analyses from primary data surveys and interviews.

Each group will submit a report in two parts. The first part is a report that needs to be submitted during the 8th week. In the 14th week, each group will submit their full report.

Evaluation Rburic:

Component	Marks	Criteria	Excellent (100%)	Good (80%)	Adequate (50%)	Poor (10%)
Startup Idea & Rationale	4	Clarity, originality, problem-	Highly innovative, clear	Clear idea with moderate	Limited clarity or weak	Vague, unclear, or copied idea

		solution fit, justification	articulation, strong market/ecosystem rationale	novelty and justification	rationale	
Startup Community Engagement	4	Depth of interaction, reflection, proof	Meaningful engagement; insightful interactions; strong documentation	Some engagement; adequate proof	Minimal interaction; weak documentation	No real engagement or proof
Startup Event Participation & Reflection	4	Engagement, reflection quality, evidence	Active participation; deep analytical reflection; complete evidence	Moderate engagement; some insights	Limited engagement; descriptive summary	Passive attendance; missing evidence
Interview Questionnaire Design	4	Relevance, depth, structure, stakeholder coverage	Comprehensive, well-structured, insightful questions; strong stakeholder differentiation	Covers most aspects; reasonably structured	Basic questions; limited depth	Poorly designed; lacks relevance
Field Interviews Execution	6	Interview rigor, diversity, documentation	In-depth interviews; diverse respondents; complete documentation	Good execution; some diversity	Basic interviews; limited diversity	Poor execution; missing documentation
Analysis & Ecosystem Understanding	6	Thematic analysis, EE understanding, evidence integration	Strong synthesis; deep ecosystem insights; excellent data integration	Some synthesis; moderate understanding	Limited analysis; basic insights	No meaningful analysis
Survey Design & Insights	2	Relevance to idea, insight quality	Strong linkage to problem; clear, meaningful insights	Basic linkage; limited insights	Weak or irrelevant findings	No meaningful effort

A3: Quiz: A MCQ based quiz will be administered in the 8th Week

A4 End-term Presentation and Viva- The End-term presentation will be based on the Project. Viva will accompany it and commence in the last week of the course.

Rubric for Presentation Assessment:

Content: 50%

Coverage: 50%

A5 Peer Evaluation: The online peer reviews will be used to determine this score.

Rubric for Assessment: Peer review scores

***Disclaimer: Plagiarism using AI or any other means will result in adverse impact on individual and group scores.**

Teaching Method

The course will have a judicious mix of lectures and cases and student presentations. Here the onus of learning will be with the student, and the instructor will be a facilitator. Instead of learning 'what to do', the cases will also be used as examples of real-world phenomena. The key to learning this way is to see many examples and many situations and learn inductively from potential entrepreneurial ecosystem stakeholders.

Textbook / Other Readings

1. The Startup Community Way: Evolving an Entrepreneurial Ecosystem" by Brad Feld and Ian Hathaway

Recommended:

1. The Rainforest: The Secret to Building the Next Silicon Valley" by Victor W. Hwang and Greg Horowitz

2. Scaling Lean: Mastering the Key Metrics for Startup Growth" by Ash Maurya

3. The Network Imperative: How to Survive and Grow in the Age of Digital Business Models" by Barry Libert, Megan Beck, and Jerry Wind

Session Plan

Session Details	Topics	PLOs Covered
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Session 1	Course Introduction	PLO 1
Objective of the session	Address the outcomes of the course	
Subtopics to be covered	Who is an entrepreneur, what is an ecosystem?	
Readings		
Case Title & Number		
Pedagogy	Lecture and participative discussion.	
Session 2	Introduction to Entrepreneurial Ecosystem	PLO 1
Objective of the session	To define and explain the role of the ecosystem	
Subtopics to be covered	History and Evolution of Ecosystems	
Readings	https://pib.gov.in/PressReleasePage.aspx?PRID=1881495	
Case Title & Number		
Pedagogy	Lecture and participative discussion.	
Session 3	Entrepreneurial Ecosystem levels and types	PLO1
Objective of the session	Compare and contrast different levels and types of entrepreneurial ecosystem	
Subtopics to be covered	To understand different types and levels of ecosystem The different types of entrepreneurs and entrepreneurship that emerge out of such ecosystem.	
Readings	https://www.oecd.org/industry/smes/localentrepreneurshipecosystemsandemergingindustries.htm https://www.gemconsortium.org/	
Case Title & Number		
Pedagogy	Lecture and participative discussion.	
Session 4	Role of government in Entrepreneurial Ecosystems	PLO1
Objective of the session	To analyse government as an ecosystem factor	
Subtopics to be covered	Government policies, programs and regulations	
Readings	https://www.startupindia.gov.in/	
Case Title & Number		
Pedagogy	Lecture and participative discussion.	
Session 5	Funding and Finance	PLO1
Objective of the session	To understand the role of funding and finance in EE	
Subtopics to be covered	Types, forms and access to funding	
Readings	https://www.bdc.ca/en/articles-tools/start-buy-business/start-business/start-up-financing-sources	

Case Title & Number		
Pedagogy	Lecture and participative discussion.	
Session 6	Physical and Professional Infrastructure	PLO1
Objective of the session	To analyse physical infrastructure an Ecosystem factor	
Subtopics to be covered	Understand role of infrastructure Instiutional voids that impact entrepreneurship Comparison between types of economies and related infrastructure	
Readings	https://www.indiabudget.gov.in/economicsurvey/doc/eschapter/echap12.pdf	
Case Title & Number		
Pedagogy	Class discussion and Class Presentation	
Session 7	Human Capital and workforce	PLO1
Objective of the session	Analysing the human capital as an ecosystem factor	
Subtopics to be covered	Formal/informal education and training	
Readings	https://www.gemconsortium.org/	
Case Title & Number		
Pedagogy	Class discussion and Class Presentation	
Session 8	Society and Culture	PLO 1
Objective of the session	Understand the role of society and culture in the EE	
Subtopics to be covered	Understand the critical role of culture in entrepreneurship Analyse different cultural traits	
Readings	https://www.worldvaluessurvey.org/wvs.jsp https://www.gemconsortium.org/	
Case Title & Number		
Pedagogy	Class Discussion	
Session 9	R&D Transference	PLO 1
Objective of the session	To understand how knowledge transfer works in EE	
Subtopics to be covered	R&D, Technology transfer, role of knowledge transfer in high-tech industries	
Readings	https://www.gemconsortium.org/	
Case Title & Number		
Pedagogy	Lectures and Class Discussion	

Session 10	Networks	PLO 1
Objective of the session	To understand entrepreneurial networks	
Subtopics to be covered	Types of networks Types of entrepreneurial networking	
Readings	https://online.hbs.edu/blog/post/networking-for-entrepreneurs https://www.genglobal.org/	
Case Title & Number		
Pedagogy	Lectures, Class Discussion and Activity	
Session 11	Business Models	PLO 1
Objective of the session	To analyse successful and unsuccessful business models in EE	
Subtopics to be covered	Business model canvas	
Readings	https://www.ey.com/en_bh/alliances/seven-business-models-for-creating-ecosystem-value	
Case Title & Number		
Pedagogy	Lectures and Class Discussion	
Session 12	Startup Ecosystems Reports	PLO 1
Objective of the session	Analysing different EE reports	
Subtopics to be covered	Startup Genome, StartuBlink	
Readings	https://www.startupblink.com/startupecosystemreport https://startupgenome.com/report/gser2022	
Case Title & Number		
Pedagogy	Lectures and class discussion	
Session 13	Guest Lecture -1	PLO 1
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy	Lectures and Class Discussion	
Session 14	Mid-term Presentations	PLO 10,12
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy	Student presentations	
Session 15	Mid-term Presentations	PLO 10, 12

Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy	Student presentations	
Session 16	Ecosystem Analysis-I	PLO 1
Objective of the session	To analyse different ecosystems	
Subtopics to be covered	Silicon Valley ecosystem, Tel-Aviv ecosystem, Singapore ecosystem	
Readings	https://startupgenome.com/report/gser2022	
Case Title & Number		
Pedagogy	Class discussion and student participation	
Session 17	Ecosystem Analysis-II	PLO 1
Objective of the session	To analyse different ecosystems	
Subtopics to be covered	Major EE in India Bangalore and Delhi	
Readings	https://startupgenome.com/report/gser2022	
Case Title & Number		
Pedagogy	Class discussion and student participation	
Session 18	Conventional and social ventures in EE	PLO1
Objective of the session	To understand the impact of EE on both social and conventional entrepreneurship	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy	Class Discussion	
Session 19	Guest Lecture II	PLO1
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy	Class discussion	
Session 20	Entrepreneurial Mindset and behaviours	PLO1
Objective of the session	Developing an entrepreneurial mindset and behaviors	
Subtopics to be covered	Risk-taking and resilience	

	Opportunity recognition	
Readings	https://www.millersocent.org/defining-entrepreneurial-mindset/	
Case Title & Number		
Pedagogy	Class Discussion	
Session 21	Technology and Innovation in Entrepreneurial Ecosystems	PLO 1
Objective of the session	The impact of technology on entrepreneurship	
Subtopics to be covered	Opportunities and challenges of emerging technologies (e.g., AI, blockchain)	
Readings	https://keap.com/business-success-blog/growth/productivity/the-role-of-technology-to-an-entrepreneur	
Case Title & Number		
Pedagogy	Class Discussion	
Session 22	Digital Entrepreneurial Ecosystem	PLO 1
Objective of the session	To understand the DEE	
Subtopics to be covered	Digital-born ventures in DEE	
Readings	http://thegeedi.org/the-digital-entrepreneurial-ecosystem/	
Case Title & Number		
Pedagogy	Class Discussion	
Session 23	University Entrepreneurial Ecosystem	PLO1
Objective of the session	Analysing University EE	
Subtopics to be covered	Indian University EE, US university EE	
Readings	https://www.babson.edu/professional/entrepreneurship-education/faculty-and-staff-programs/building-an-entrepreneurship-education-ecosystem/	
Case Title & Number		
Pedagogy	Class Discussion	
Session 24	Incubators	PLO 1
Objective of the session	Understanding Incubators as micro EE	
Subtopics to be covered	Role, access and efficacy of Incubators	
Readings	https://aim.gov.in/what-is-an-incubator.php https://www.basetemplates.com/investors/top-10-incubators-in-india	
Case Title & Number		
Pedagogy	Class Discussion	

Session 25	Accelerators	PLO 1
Objective of the session	Analysing accelerators	
Subtopics to be covered	Role, access and efficacy of Incubators	
Readings	https://developers.google.com/community/accelerators https://www.aspeninstitute.org/programs/digital-equity-accelerator/ https://www.ycombinator.com/	
Case Title & Number		
Pedagogy	Class Discussion	
Session 26	Crisis and Entrepreneurship	PLO 1
Objective of the session	To understand the role of EE in crisis	
Subtopics to be covered	Entrepreneurship during crisis in EE	
Readings	https://encyclopedia.pub/entry/15005 https://www.imperial.ac.uk/business-school/ib-knowledge/entrepreneurship-innovation/what-can-entrepreneurs-teach-us-about-surviving-crisis	
Case Title & Number		
Pedagogy	Class Discussion	
Session 27	Final Presentation	PLO 5, 10, 12
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Student Presentation	
Session 28	Final Presentation	PLO 5, 10, 12
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Student presentation	
Session 29	Reading & Revision Week/ Examination Week*	
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	NA	

Session 30	Reading & Revision Week/ Examination Week*	
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	NA	

Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall wellbeing. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last-minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to disabilitysupportcommittee@jgu.edu.in

Disclaimer: This course outline including assessments, mode, nature and weightage of assessments, sessions, sequence of sessions and/or readings may be revised during the semester if such need arises.