



**O.P. Jindal Global University**

*A Private University Promoting Public Service*

**NAAC Accreditation - 'A' Grade**



## **The Psychology of Entrepreneurship**

*Course Instructor: Raavi Masta*

Jindal Institute of Behavioural Sciences (JIBS)

3 Credit Course

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<b>Course Title: <u>The Psychology of Entrepreneurship</u></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

### **Course Description:**

Entrepreneurship is both an art and science. Entrepreneurs are the driving forces of any economy. The passion for entrepreneurship is majorly fuelled 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 help you learn how to communicate, manage stress and focus like an entrepreneur.

We will also reflect on how each one of us can act in an entrepreneurial manner and adopt an entrepreneurial leadership style. This course will not just teach students the theoretical implications of entrepreneurship but also the practical by teaching them different business plans that they can pursue for their respective entrepreneurial journeys. The goal of this course is to empower the entrepreneur inside each of us.

### **Course Aims:**

1. Provide a better understanding behind the psychology of entrepreneurs
2. Enhancing the entrepreneurship spirit in students
3. Creating awareness about the various government schemes and grants that are put in place for budding entrepreneurs
4. Providing students a roadmap for their future entrepreneurship endeavours

**Course Learning Outcomes:**

1. Evaluate how you can succeed as an entrepreneur by understanding the psychological and practical aspects
2. Learn how to form a viable business plan
3. Be able to form a roadmap of your entrepreneurial journey
4. Be able to come up with possible solutions for the road ahead

**Assessment Process:**

The percentage breakdown of Grade will be as follows:

10% for Short Assignments: Students will be assigned short assignments during the class.

20% for Group Presentations: In this session students will be divided in teams and each team will have to present a unique solution to any one challenge faced by entrepreneurs in India. The students will be free to combine their critical thinking and imagination.

20% for the Individual Project: Students would be required to prepare a roadmap for their respective entrepreneurial journeys. They will be required to come up with one business plan each and prepare a roadmap for it in a written PDF form.

20% for Quiz: Two short quizzes will be administered

30% End Semester Exam: This will be a closed book and timed exam.

## Grading Scale:

COURSE LETTER GRADES AND THEIR INTERPRETATION			
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**

### **Lecture 1: Introduction to the world of Entrepreneurship and Psychology**

- Understanding the concept of Entrepreneurship
- Understanding the entrepreneurial mindset
- Brief Introduction of the psychological concepts of entrepreneurship

### **Lecture 2: Developing an Entrepreneurial and Growth Mind-Set**

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

### **Lecture 3: Fostering Creativity and Innovation**

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

### **Lecture 4, 5 and 6: Forming a Viable Business Plan**

- Discussing viable options for budding entrepreneurs to succeed
- Discussing Funding, marketing, customer awareness
- Digital platforms
- Small scale stores
- Online Businesses

### **Lecture 7: Learn the right way to Communicate as an Entrepreneur**

- Developing the communication styles of students
- Learn how to portray assertive and powerful demeanour through communication

### **Lecture 8: How to manage Employees and Developmental Relationships**

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

### **Lecture 9: Leadership and Well-Being**

- How to become a leader
- How to achieve work-life balance
- Ways to manage stress

### **Lecture 10 & 11: Challenges faced by Entrepreneurs in India and Role of Gender**

- How does gender play an important role in the world of entrepreneurship

- Understanding Women Entrepreneurs' Journeys
- Discussing the challenges and bottlenecks for entrepreneurs in India
- Discussing ways to mitigate them

### **Lecture 12: Schemes, Subsidies and initiatives for Budding Entrepreneurs in India**

- Various Schemes and Grants provided by the government exclusively to support entrepreneurs
- Various initiatives, programs, platforms that are exclusively put in place to support entrepreneurs
- How can they be accessed

### **Lecture 13 and 14: Group Presentations by Students**

**\*All cases and the study material will be shared in the class with the students in the form of presentation.**

### **Professional Conduct in Classroom**

You are expected to arrive on time in the classroom and follow the classroom decorum. It is expected that you are punctual in class and be seated immediately within the first two minutes so that the class can start on time. Students arriving after a five-minute window from the designated start time will be refused entry/attendance. You are expected to participate in the classroom discussions, activities and presentation. Participation is essential in this class. You are also expected to be respectful when the instructor is teaching. Furthermore, you are welcomed to share your thoughts in the class but you are expected to do that respectfully and be welcoming of other perspectives in the class even if you disagree with the same.

### **Notes on Plagiarism**

*Plagiarism is not acceptable!* Please refrain from copying and pasting paragraphs and sentences from your reading materials. This include 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! 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.

## **Attendance Policy**

Students are expected to attend all classes (100% attendance). A student who fails to attend a class is expected to inform the Course Instructor, orally or in writing, the reason for his or her absence. A minimum of 75% attendance is mandatory, failing which, student is not permitted to take the final exam or end term exam.

## **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 [dsc@jgu.edu.in](mailto:dsc@jgu.edu.in). 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 Counselling Services:**

Contact: Email ID: [cwcs@jgu.edu.in](mailto:cwcs@jgu.edu.in) Mobile: +91 8396907312