**Guidelines for formatting your assignment.**

* Assignments must be typed in a **Microsoft Word Document** as per the following instructions:
	+ The front page should consist of the learner’s name in **CAPITAL LETTERS** along with their Roll Number, Program, Semester, Course Name and Code.
	+ **Page Size:** A-4
	+ **Margin:** 1-inch on all sides
	+ **Font:** Times New Roman
	+ **Font Size:** 12
	+ **Alignment:** Justified.
* The total page limit **shall not exceed 12 pages**.

Please ensure that completed assignments are typed and formatted as per the guidelines and the soft copies are uploaded on or before the submission cut-off date.

**NOTE: You are advised to stick to the timelines of submissions.**

**Guidelines for submitting your assignment.**

* The document size should not exceed **2 MB.**
* The assignment response document should **NOT** contain colourful images or highlighted text content.
* If the learner submitted the wrong assignment or wants to resubmit, it can be done on or before the cut-off date. **ONLY the latest uploaded file will be considered for evaluation.**
* **Content that has been directly copied from the Internet/SLM and Assignments that have been copied and shared among students will be automatically rejected and disqualified.**

**NOTE: Assignment submissions are accepted only in .pdf format which should be readable by OCR. Kindly do not upload scanned copies of assignments.**

**Things to recheck before clicking that submit button.**

* Upon successful submission of IA in LMS, you can verify using the preview tab the document submitted against each subject. In case the file submitted has been corrupted or the wrong document submitted, it will not be considered for evaluation.
* If your assignment submission file is on a pen drive, please copy the files to the system's local drive and then upload them on LMS.

**NOTE: WE DO NOT ENCOURAGE HANDWRITTEN ANSWER SHEETS. THE USE OF AI TOOLS IS HIGHLY DISCOURAGED. ANY STUDENT FOUND USING THEM WILL BE PENALIZED.**

**ASSIGNMENT**

|  |  |
| --- | --- |
| **SESSION** | **Jan-FEB 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **1** |
| **course CODE & NAME** | **DMBA113-Entrepreneurial Practice** |
| **CREDITS**  | **3** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02****30 MARKS EACH** |

***Note:*** *Answer all questions. Kindly note that answers for 10 marks questions should be approximately 400 - 450 words. Each question is followed by an evaluation scheme.*

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| **Q.No** | **Assignment Set – 1****Questions** | **Marks** | **Total Marks** |
|  | A food delivery start-up in your city survived the pandemic but now faces rising fuel costs, driver shortages, and competition from global players. The founder, a first-generation entrepreneur, is reconsidering their business model.Tasks:1. Propose two creative pivots (e.g., niche targeting, tech integration) to help the start-up adapt. Justify how these address *both* customer needs and operational challenges.
2. What three personal traits would the founder need to lead this change? Use examples from their background (e.g., prior failures, cultural context) to argue your case.
 | **5+5** | **10** |
|  | A 50-year-old family-owned textile company wants to innovate but fears alienating loyal customers. The CEO hires you to explore "intrapreneurship" — encouraging employees to act like entrepreneurs within the company.* Design a 30-day pilot program (e.g., idea hackathons, cross-department teams) to foster intrapreneurship. Highlight one potential resistance point (e.g., senior management skepticism) and how to overcome it.
* Argue whether the company should pursue **incremental** (e.g., eco-friendly fabrics) or **disruptive** (e.g., AI-driven customization) innovation first. Back your choice with market trends.
 | **5+5** | **10** |
|  | An Indian handicraft e-commerce platform wants to expand to Germany but struggles with pricing (high production costs), logistics, and cultural fit (e.g., Germans prioritize sustainability over "exotic" branding).Tasks:* Localize or Globalize? Recommend two changes to their product listings (e.g., highlighting artisan wages, carbon-neutral shipping) to appeal to German consumers. Use competitor research to support your ideas.
* Partnership Play: Identify one type of ally (e.g., local distributor, EU sustainability certifier) to accelerate entry. What would make them say "yes" to this collaboration?
 | **5+5** | **10** |

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| **Q.No** | **Assignment Set – 2****Questions** | **Marks** | **Total Marks** |
|  | A tech startup has developed an AI-powered farming tool but hasn’t protected its intellectual property. A competitor just launched a similar product, and the founder fears copycats. They have limited funds for legal fees.1. Propose **two cost-effective ways** to protect their innovation (e.g., provisional patent, trade secrets). What are the risks of each?
2. The startup’s lawyer suggests licensing the tech to the competitor. Draft **three key terms** (e.g., royalty rate, exclusivity) the founder should demand—and why.
 | **5+5** | **10** |
|  | A sustainable fashion brand needs $500K to scale. The founder must pitch two investors:* A **venture capitalist** (wants rapid growth).
* An **impact investor** (prioritizes ethical labor practices).
1. Compare how the founder should adjust their **financial projections** (e.g., break-even timeline) and **storytelling** for each investor.
2. Identify **one term** in the term sheet (e.g., equity stake, board seat) that could clash with the founder’s values—and how to negotiate it.
 | **5+5** | **10** |
|  | *After 10 years, the founder of a profitable edtech company must choose between:** *Selling to a rival.*
* *Passing the business to their child (who lacks industry experience).*
* *Taking the company public.*
1. *Create a****decision matrix****comparing options based on financial return, legacy, and risk. Which would you pick and why?*
2. *If the founder chooses family succession, outline a****3-year training plan****for the heir (e.g., shadowing, mentorship). What’s the biggest hurdle?*
 | **5+5** | **10** |