

Course Title: The Psychology in Entrepreneurial Development

Course Category: PS651

Schedule of Offering: 3rd Semester

Course Credit Structure: 4 Credits

Lecture: 4 Hours per week

Contact Hours per week: 4 Hours per week

Course Instructor: TBA

1.Introduction:

Entrepreneurship is the activity of setting up a business or businesses, taking on financial risks in the hope of profit. It is High level of uncertainty and risk taking is involved in the entrepreneurship process. From a psychological point of view an entrepreneur requires high level of cognitive and affective control to become successful. This paper provides the basic understanding of entrepreneurship development process and suggests deep insights on the psychological basis of the process.

2.Course Objectives :

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

1. Demonstrate fundamental understanding in the area of entrepreneurship development.
2. Identify various psychological factor related to the success and failure of entrepreneurs.
3. Assist and guide aspiring entrepreneurs' on managing their cognitive and affective domains for becoming a successful business person.

3. Pre-requisites:

Registration as student in M. Sc. Applied Psychology program.

4. References:

Baum, J., Frese, M., & Baron, R, A. (2014). *The Psychology of Entrepreneurship*. New York: Psychology Press.

Burke, R. (2013). *Project Leadership and Entrepreneurship: Building Innovative Teams*. New York: Burke Publishing.

Fang, Z. (2008) *Information Technology Entrepreneurship and Innovation*. New York: IGI Global.

- Leavy, B. (1996). *Key Processes in Strategy*. New York: Cengage Learning.
- Leutne, F, A., Ahmetoglu, G, B., Akhtar, R, A., Chamorro-Premuzic, T. (2014). The relationship between the entrepreneurial personality and the Big Five personality traits. *Personality and Individual Differences*. 63, 58-63.
- Macdonald, L, A, C. (2005) *Wellness at Work: Protecting and Promoting Employee Health and Wellbeing*. New York: CIPD Publishing.
- Kumar, S, A., Poornima, S, C., Abraham, K, M., & Jayashree, K. (2008). *Entrepreneurship Development*. Bangalore: New Age International.
- Kuratko, D, F. & Morris, H, M. (2013). *Entrepreneurship and Leadership*. New York: Edward Elgar Publishing Limited.
- Welsch, H, P. (2004). *Entrepreneurship: The Way Ahead*. New York: Psychology Press
- Weisinger (2006). *Emotional Intelligence at Work*. New York: John Wiley & Sons.
- Zulawski, D, E., Wicklander D, E., Sturman, S, G. & Hoover, S, G. (2008). *The Entrepreneurial Personality: A Social Construction*. London: Routledge Publishers.

5. Module-wise topics :

Module 1: Introduction to Entrepreneurial Psychology (10 hrs)

- The concept of Entrepreneur and Entrepreneurship
- Characteristic of an Entrepreneur and Entrepreneurship
- Distinction between an Entrepreneur and a Manager
- Functions of an Entrepreneur
- Types of Entrepreneurs
- Entrepreneurship development Programmes
- Entrepreneurship as a psychological process
- Scope of Providing Psychological help in developing Entrepreneurs

Readings:

- Baum, J., Frese, M., & Baron, R, A. (2014). *The Psychology of Entrepreneurship*. New York: Psychology Press.
- Leavy, B. (1996). *Key Processes in Strategy*. New York: Cengage Learning.
- Leutne, F, A., Ahmetoglu, G, B., Akhtar, R, A., Chamorro-Premuzic, T. (2014). The relationship between the entrepreneurial personality and the Big Five personality traits. *Personality and Individual Differences*. 63, 58-63.

Kumar, S, A., Poornima, S, C., Abraham, K, M., & Jayashree, K. (2008). *Entrepreneurship Development*. Bangalore: New Age International.

Welsch, H, P. (2004). *Entrepreneurship: The Way Ahead*. New York: Psychology Press

Zulawski, D, E., Wicklander D, E., Sturman, S, G. & Hoover, S, G. (2008). *The Entrepreneurial Personality: A Social Construction*. London: Routledge Publishers.

Module 2: Personality Approaches to Entrepreneurship (15 hrs)

- Naïve understanding of Entrepreneurial Personality Characteristics- John G Burch's list of characteristics.
- Psychologists understanding of Entrepreneurial Personality characteristics-
- Measure of Entrepreneurial Tendencies and Abilities (META) traits
- Big Five personality and Entrepreneurial Success
- Interactionist and cognitive approaches to Entrepreneurial Personality.

Readings:

Leavy, B. (1996). *Key Processes in Strategy*. New York: Cengage Learning.

Leutne, F, A., Ahmetoglu, G, B., Akhtar, R, A., Chamorro-Premuzic, T. (2014). The relationship between the entrepreneurial personality and the Big Five personality traits. *Personality and Individual Differences*. 63, 58-63.

Zulawski, D, E., Wicklander D, E., Sturman, S, G. & Hoover, S, G. (2008). *The Entrepreneurial Personality: A Social Construction*. London: Routledge Publishers.

Module 3: Psychology of Entrepreneurial Competencies: (15 hrs)

- Entrepreneur's general competencies
- Cognitive competencies
- Entrepreneur's Emotional competencies
- Motivation and Entrepreneur's success
- Attitude and Entrepreneur's success
- Entrepreneur's Competency mapping and development

Readings:

Baum, J., Frese, M., & Baron, R, A. (2014). *The Psychology of Entrepreneurship*. New York: Psychology Press.

Weisinger (2006). *Emotional Intelligence at Work*. New York: John Wiley & Sons.

Module 4: Leadership and team work Development in Entrepreneurship (10 sessions)

Topics:

- Entrepreneurship and leadership process
- Entrepreneurship and leadership styles
- Ethics and Entrepreneurship success
- Entrepreneurial environments and demonstrating leadership and vision
- Managing successful teams for Entrepreneurial success- leading project teams, team roles, team development, team building.
- Information technology, Entrepreneurship and innovation

Readings:

Kuratko, D, F. & Morris, H, M. (2013). *Entrepreneurship and Leadership*. New York: Edward Elgar Publishing Limited.

Burke, R. (2013). *Project Leadership and Entrepreneurship: Building Innovative Teams*. New York: Burke Publishing.

Fang, Z. (2008) *Information Technology Entrepreneurship and Innovation*. New York: IGI Global

Module 5: Life of an entrepreneur- Managing Health and Wellness: (10 sessions)

Topics:

- Importance of Protecting and promoting health by an entrepreneur.
- Health initiatives
- Preventing and managing stress
- Promoting work-life balance.
- Issues of Women Entrepreneurs.

Readings:

Macdonald, L, A, C. (2005) *Wellness at Work: Protecting and Promoting Employee Health and Wellbeing*. New York: CIPD Publishing.

6. Pedagogy

Teaching methods are expected to encourage proactive involvement of students and high level of participation, thus, shall involve interactive lectures (40%), independent learning (40%), and cooperative learning (20%). The interactive learning component will consist of lecture sessions, classroom exercises, and discussions. The independent learning component, on the other hand, shall include such exercises as independent reading and doing individual assignments in the form of behavioural assessments, behavioural intervention plan development, etc. Finally, the cooperative learning component involves doing assignments in groups.

It is envisaged that students will be guided to read, think, solve problems and actively

participate in the learning process. This shall be attained through a mix of teaching methods, such as, lectures, projects, assignments, case studies, individual and group presentations, discussion, and fieldwork.

7.Evaluation Pattern

Both formative (periodic assignments and projects) and summative (mid semester and final examinations) evaluation will be used.

The breakdown of the evaluation shall be as follows.

Class Participation and Attendance	5%
Term Paper	10%
Individual Assignment (including Presentations)	10%
Group Assignments (including Presentation)	5%
Mid semester Examination	20%
Final Examination	50%
Total	100%