

## **LEAD (STRATEGY) – PEDAGOGICAL INNOVATIONS**

At BIMTECH, innovation in pedagogy is a continuous pursuit. Our recently introduced course named LEAD (Leadership, Entrepreneurship, Articulation and Development) for the PGDM 1<sup>st</sup> year students is designed to offer students a longitudinal and experiential learning journey in Entrepreneurship mind-set and skill-set across three terms to emphasize real-world engagement over conventional classroom instruction. It is outcome based with strong focus on applied learning and learning by doing

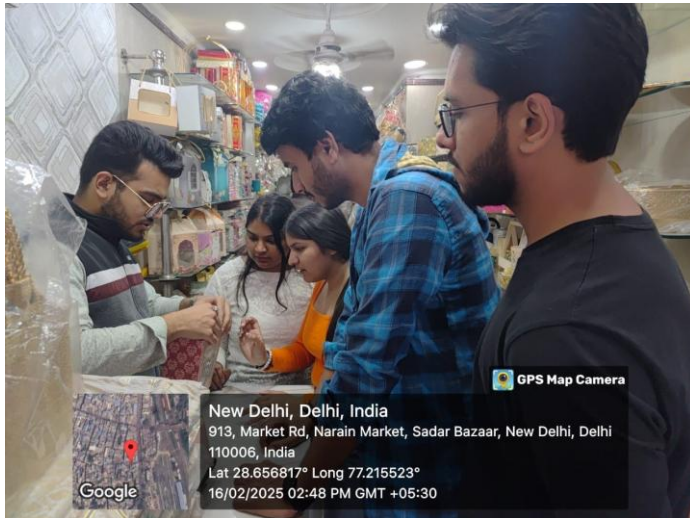
The course follows a **progressive, three-stage model**, aligned with the entrepreneurial journey from ideation to market entry:

- **Term 1 – LEAD 1 (Entrepreneurship):** The focus of this term is on **foundation building**. Students are introduced to key theories, models and frameworks central to entrepreneurship. As part of the curriculum, students are required to complete the *Start-up India Learning Program*, a government-supported certification that offers practical insights into the Indian start-up ecosystem. This is followed by in-class discussions and activities that deepen understanding. Additionally, all students are mandatorily required to participate in **entrepreneurial competitions** which is made formal part of the course to encourage ideation, pitching and peer-to-peer learning through real-world challenges. Students are also encouraged to visit Start up Events and Incubators and understand the journey of a start up founder.
- **Term 2 – LEAD 2 (Entrepreneurship):** The emphasis in this term moves to Ideation and **prototype development**. Students under Faculty guidance apply their knowledge by developing MVPs (Minimum Viable Products) or Prototype of their start-up ideas and get customer validation. This phase allows students to translate concepts into tangible prototypes to test their feasibility.
- **Term 3 – LEAD 3 (Entrepreneurship):** The 3<sup>rd</sup> term represents the most significant **experiential innovation** in the course—**Market Testing (Soft Launch)**. Students in voluntary groups of 4 to 6 members engage in market testing of a product or service idea—either based on their previous prototype or a new concept. Each student is provided with a **seed amount of INR 1,000**, pooled together to form the group’s working capital. Any additional funding required is to be bootstrapped, promoting resourcefulness and entrepreneurial discipline. This phase allows students to **soft launch a venture**, engage in customer outreach, conduct pricing experiments, generate sales and collect real-time feedback. The objective is to simulate the early-stage startup experience within a controlled academic environment—allowing students to deal with uncertainty, learn from failure, step into entrepreneurial leadership and build confidence.

### **Key Highlights of Pedagogical Innovation:**

- **Experiential Learning** – Exposure to real-world ecosystems through direct interactions with founders, visits to start-up events, and incubators.
- **Blended Learning** – Integration of national certification (Startup India) into academic assessment to combine structured online learning with classroom-based discussion.
- **Challenge-Based Learning** – Mandatory participation in entrepreneurial competitions to promote learning through real-world challenges.

- **Action / Outcome based Learning** – Structured three-term progression from theory to ideation, prototyping, and market testing and hands-on startup execution supported by seed funding, encouraging students to learn through doing.
- **Mentorship-Based Learning** – Faculty as mentors, guiding and supporting students through real-world entrepreneurial exploration.
- **Collaborative & Reflective Learning** – Emphasis on teamwork, problem-solving, iterative thinking, and learning from feedback and reflection.




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