

St. Joseph's College of Commerce
(Autonomous)



Lesson Plan

2016-2017 Even Semester

**M3 17 AR 204: BUSINESS OPPORTUNITY
IDENTIFICATION**

Objectives of the subject: The entrepreneurship process occurs when individuals (or teams) identify opportunities, evaluate whether these opportunities are viable, and then assemble the resources needed to build a new venture. This paper provides an intensive overview of the first step in this process. The primary goal of this paper is to help students generate potential ideas for a business. Through a combination of readings, videos, brainstorming sessions, presentations, and on-line discussions, we will learn how to search for and identify entrepreneurial opportunities.

Module wise lesson plan

<i>Unit/ Session/ hours (time required)</i>	<i>Topics for student Preparation (input)</i>	<i>Procedure (process)</i>	<i>Learning outcome (output)</i>	<i>Assessment</i>
Module 1 - Self-Discovery	Types of entrepreneurs - Nascent-Novice-Habitual-Serial Portfolio - traits of entrepreneurs-SWOT analysis (understanding strength and weakness of an individual)- Building your entrepreneurship CV-Building your action plan-entrepreneurial vision and mission,	Lecture - discussion - case study	To understand Self and build yourself through understanding you interests and choices	Evaluation through mcq's and descriptive test

	<p>entrepreneurial leadership, qualities of successful entrepreneur, entrepreneurs entrepreneur, entrepreneurs vs. Professional managers.</p>			
<p>Module 2 – Idea Generation</p>	<p>What is Idea Generation? - How do you generate Ideas (D.I.S.R.U.P.T-derive, include, separate, repurpose, unite, personalize, transplant) - Mind mapping - What is Mind Mapping and how does it help you take your ideas to the next level Brainstorming to generate Ideas- Understanding the framework that fits well for your idea.</p>	<p>Lecture - discussion - case study</p>	<p>To generate business ideas and understand what ideas works in the market</p>	<p>Evaluation through mcq's and descriptive test</p>
<p>Module 3 – Idea Evaluation</p>	<p>What is Idea Evaluation? - Components of Idea Evaluation How do evaluate different ideas, 5Q technique- Decision Making Analysis- Paired</p>	<p>Lecture - discussion - case study</p>	<p>To evaluate the ideas from various tests and comparison.</p>	<p>Evaluation through mcq's and descriptive test</p>

	comparison Analysis- Elevators Pitch (one minute pitch presentation).			
Module 4 - Entrepreneurial Outlook and Customer Discovery	What are the different entrepreneurship Outlook?- Effectuation Lean Startup-Team Formation- Market Segmentation and Targeting- Customer Analysis- Who is my Customer- Customer Insights- Presentation of your customer profile.	Lecture - discussion - case study	To understand the outlook of an entrepreneur and understand the functionalities of a lean start up	Evaluation through mcq's and descriptive test
5 - Value Proposition Design	What is Value Proposition- importance of Value Proposition? Customer Profile (Gains and Pains)- understanding the Value Map- Developing the Value Map- Industry Analysis- Blue Ocean Strategy (Industry analysis)..	Lecture - discussion - case study	To familiarize studnets with value proposition ad draw a value map.	Evaluation through mcq's and descriptive test
Module 6 - Prototyping and Life Skills in Entrepreneurship	What is Prototyping? How do you develop/ design a	Lecture - discussion - case study	To design a product prototype and understand	Evaluation through mcq's and descriptive

	prototype Building of a MVP (market Viable Product) – Presentation of Prototype, Different Life Skills to become a better entrepreneur (Values-Integrity, Time Management, Result Orientation, Dealing Effectively with Criticism).		MVP.	test
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Unit wise lesson plan

<i>Sl no.</i>	<i>Unit & objectives</i>	<i>No.of hrs</i>	<i>Teaching methodology</i>	<i>Evaluation</i>
1.	Module 1 - Self-Discovery	10	Lecture using chalk and board, ppts and discussions	Mcqs, tests
	Types of entrepreneurs - Nascent-Novice-Habitual-SerialPortfolio -	1	Lecture and discussion	

	Traits of entrepreneurs	1	Lecture and discussion	
	SWOT analysis (understanding strength and weakness of an individual)	1	Lecture and discussion	
	Building your entrepreneurship CV- Building your action plan	2	Lecture and discussion	
	entrepreneurial vision and mission, entrepreneurial leadership	1	Lecture and discussion	
	qualities of successful entrepreneur,	1	Lecture and discussion	
	entrepreneurs entrepreneur, entrepreneurs vs. Professional managers.	2	Lecture and discussion	
	Assessment	1		Mcqs, tests
2	Module 2 - Idea Generation	10		
	What is Idea Generation? - How do you generate Ideas	2	Lecture and discussion	
	(D.I.S.R.U.P.T- derive, include, separate, repurpose, unite, personalize, transplant)	2	Lecture and discussion	
	Mind mapping -What is Mind Mapping	2	Lecture and discussion	
	how does it help you take your ideas to the next level Brainstorming to generate Ideas	1	Lecture and discussion	
	Understanding the framework that fits well for	1	Lecture and	

	your idea.		discussion	
	Assessment			MCQS and Test
3	Module 3 - Idea Evaluation	10		
	What is Idea Evaluation? - Components of Idea Evaluation	2	Lecture and discussion	
	How do evaluate different ideas,	2	Lecture and discussion	
	5Q technique-Decision Making Analysis	2	Lecture and discussion	
	Paired comparison Analysis	2	Lecture and discussion	
	Elevators Pitch (one minute pitch presentation).	2	Lecture and discussion	
4	Module 4 - Entrepreneurial Outlook and Customer Discovery	10		Mcqs, tests
	What are the different entrepreneurship Outlook?-	1	Lecture and discussion	
	Evaluation of Lean Startup	1	Lecture and discussion	
	Team Formation- Market Segmentation	2	Lecture and discussion	
	Customer Analysis- Who is my Customer	2	Lecture and discussion	
	Customer Insights	1	Lecture and discussion	
	Presentation of your customer profile	1	Lecture and discussion	

	Assessment	2		Mcqs, tests
5	Module 5 - Value Proposition Design	10 hrs		
	What is Value Proposition- importance of Value Proposition?	1	Lecture and discussion	
	Customer Profile (Gains and Pains)-	2	Lecture and discussion	
	understanding the Value Map	1	Lecture and discussion	
	Developing the Value Map	2	Lecture and discussion	
	Industry Analysis-		Lecture and discussion	
	Blue Ocean Strategy (Industry analysis)	2	Lecture and discussion	
	Assessment and practicum	2		
6	Module 6 - Prototyping and Life Skills in Entrepreneurship	10 hrs		Mcqs, tests
	What is Prototyping? How do you develop/design a prototypeBuilding of a MVP (market Viable Product)	2	Lecture and discussion	
	Presentation of Prototype	3	Lecture and discussion	
	Different Life Skills to become a better entrepreneur		Lecture and discussion	
	Assessment and Practicum	5	Lecture and discussion	

