

ST. JOSEPH'S COLLEGE OF COMMERCE
(AUTONOMOUS)



TEACHING LESSON PLAN

(2016-2017)

EVEN SEMESTER

B.B.A

M115 MC403: Entrepreneurship Development

PREPARED BY:

Rency Alex

OBJECTIVES:

- To equip the students with the skills and competency to create a successful enterprise.
- To emphasize on the role and importance of identification and assessment of business opportunity.
- Preparation of Business plan.

TEACHING LESSON PLAN FRAMEWORK

MODULE NO	SESSION NO	TOPIC	PEDAGOGY (IN CLASS)	OUT OF CLASS ASSIGNMENT	
Module-1 Introduction to Entrepreneurship	1 & 2	Evolutions of the concept of entrepreneur-Growth of entrepreneurship in India	Lecture and interaction	Answer the questions	
	3 & 4	Role of entrepreneurship in economic development-Types of entrepreneurs	Lecture and interaction	Answer the questions	
	5	Knowledge entrepreneur-Social entrepreneur	Lecture and case study	Answer the questions	
	6	Women entrepreneurs-Profile and problems	Lecture and interaction	Answer the questions	
	7	Recent trends and development	Lecture and interaction	Answer the questions	
	8	Entrepreneurial competencies	Lecture and interaction	Conceiving and selling a product /service	
	Module-2 Establishing of an Enterprise	9	Identification and selection of Business Opportunities	Lecture and interaction	Answer the questions
		10 & 11	Procedures and Formalities for Starting up a venture	Lecture and interaction	Preparation of Business Plan
12 & 13		Location – Clearances and permits required	Lecture and interaction	Answer the questions	
14 & 15		Formalities-Licensing and registration procedures	Lecture and interaction	Answer the questions	
16 & 17		Types of start-up	Lecture and interaction	Answer the questions	

	18 & 19	Challenges and Pit-falls for a new Start up	Lecture and interaction	Answer the questions
	20 & 21	Why new Ventures Fail	Lecture and interaction	Answer the questions
	22	Venture Development Stages	Lecture and interaction	Answer the questions
Module-3 Ownership structure and Legal Issues	23 & 24	Ownership Structure: Sole proprietorship – Partnership – Joint venture – Corporations	Lecture and interaction	Answer the questions
	25	Franchising	Lecture and case study	Answer the questions
	26	Challenges facing family owned businesses.	Lecture and interaction	Answer the questions
	27	Legal Issues Concerning New Ventures: Patents	Lecture and interaction	Answer the questions
	28 & 29	Copyrights – Trademarks and Bankruptcy.	Lecture and interaction	Answer the questions
Module – 4: Preparing the Business Plan (BP)	30 & 31	Meaning of Business model, types and purpose.	Lecture and case study	Answer the questions
	32	Meaning and Importance of a BP- Scope and value of a BP	Lecture and interaction	Answer the questions
	33 & 34	Preparing a BP Format, presenting, writing and a BP	Lecture and interaction	Answer the questions
	35	Financial Aspect	Lecture and interaction	Answer the questions
	36	Marketing Aspect	Lecture and interaction	Answer the questions
	37	HR aspect	Lecture and interaction	Answer the questions
	38 & 39	Social Aspect-Technical aspect	Lecture and interaction	Answer the questions

	40 & 41	Evaluation by potential lenders and investors.	Lecture and interaction	Preparation of B Plan
Module – 5: Assistance for Entrepreneurs and Global Opportunities	42, 43, 44	Sources of financial assistance- SFCs, SIDBI, KSIDC, KSSIC, IFCI.	Lecture and interaction	Answer the questions
	45, 46, 47	Sources of Non-Financial Assistance for Entrepreneurs- DIC, SISI, EDI, SIDO, AWAKE, TCO, KVVC-Financial Incentives and Tax Concessions	Lecture and interaction	Answer the questions
	48, 49	International environment	Lecture and interaction	Answer the questions
	50, 51	Methods of going International	Lecture and case study	Answer the questions
	52, 53	Entering international marketplace – Types of documents required for Export oriented business.	Lecture and interaction	Answer the questions
Module 6 Financial Aspects of a Business	54,55,56,57	Financial Aspects: Sources of Capital – Personal fund – Debt v/s Equity – Bank Loan – Venture Capital – Angel investing.	Lecture and interaction	Answer the questions
	58,59,60	Private Equity, Public Funding, Business Valuation (concepts only), Financial Incentives for SSIs and Tax incentives.	Lecture and interaction	Answer the questions

