

**ST. JOSEPH'S COLLEGE OF COMMERCE**  
**(AUTONOMOUS)**



**TEACHING LESSON PLAN**

**(2016-2017 )**

**EVEN SEMESTER**

**B.B.A**

**M111603: 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 <b>Introduction to Entrepreneurship</b>	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 <b>Getting Started</b>	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 – Formalities	Lecture and interaction	Answer the questions	
14 & 15		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
<b>Module-3 Financial Aspects, Ownership Structure and Legal Issues</b>	23, 24 & 25	Financial Aspects: Sources of Capital – Personal fund – Debt v/s Equity – Bank Loan – Venture Capital – Angel investing.	Lecture and interaction	Answer the questions
	26 & 27	Ownership Structure: Sole proprietorship – Partnership – Joint venture – Corporations	Lecture and interaction	Answer the questions
	28 & 29	Franchising	Lecture and case study	Answer the questions
	30 & 31	Challenges facing family owned businesses.	Lecture and interaction	Answer the questions
	32 & 33	Legal Issues Concerning New Ventures: Patents	Lecture and interaction	Answer the questions
	34, 35 & 36	Copyrights – Trademarks and Bankruptcy.	Lecture and interaction	Answer the questions
<b>Module – 4: Preparing the Business Plan (BP)</b>	37 & 38	Meaning of Business model, types and purpose.	Lecture and case study	Answer the questions
	39	Meaning and Importance of a BP- Scope and value of a BP	Lecture and interaction	Answer the questions
	40 & 41	Preparing a BP Format, presenting, writing and a BP	Lecture and interaction	Answer the questions
	42	Financial Aspect	Lecture and interaction	Answer the questions

	43	Marketing Aspect	Lecture and interaction	Answer the questions
	44	HR aspect	Lecture and interaction	Answer the questions
	45 & 46	Social Aspect-Technical aspect	Lecture and interaction	Answer the questions
	47 & 48	Evaluation by potential lenders and investors.	Lecture and interaction	Preparation of B Plan
<b>Module - 5: Assistance for Entrepreneurs and Global Opportunities</b>	49, 50, 51	Sources of financial and non-financial support for SSI entrepreneurs	Lecture and interaction	Answer the questions
	52, 53, 54	Institutional support and taxation benefits	Lecture and interaction	Answer the questions
	55, 56	International environment	Lecture and interaction	Answer the questions
	57, 58	Methods of going International	Lecture and case study	Answer the questions
	59, 60	Entering international marketplace – Types of documents required for Export oriented business.	Lecture and interaction	Answer the questions

