

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



LESSON PLAN

2016-2017 EVEN SEMESTER

B.COM TT

C2 12 604

ENTREPRENEURSHIP DEVELOPMENT

PREPARED BY:

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COURSE / SUBJECT OBJECTIVES:

- This course gives an introduction to the basic concepts of enterprise building and equips the students with the skills and competency to create a successful enterprise.
- It also emphasizes the role and importance of business opportunities identification and assessment – business planning process and funding issues

PREPARATION OF LESSON PLAN FRAMEWORK

(Module wise)

UNIT/ SESSION/ HOURS (TIME REQUIRED)	TOPICS FOR STUDENT PREPARATION (INPUT)	PROCEDURE (PROCESS)	LEARNING OUTCOME (OUTPUT)	ASSESSMENT
Module – 1 : Introduction to Entrepreneurs hip 8 Hrs	Evolution of the concept of Entrepreneur – Growth of Entrepreneurship in India – Role of Entrepreneurship in Economic Development – Types of Entrepreneur – Entrepreneurship – Knowledge Entrepreneur –Social Entrepreneur. Women Entrepreneurs- profile and problems – Recent Trends and development – Entrepreneurial	<ul style="list-style-type: none"> • Lecture with the help of power Point presentation • Discussion 	To understand the importance of: <ul style="list-style-type: none"> • Role of Entrepreneurship in Economic Development . • Types of Entrepreneur • Problems faced by Women Entrepreneurs 	Evaluation through assignment and Tests

	Competencies.			
Module-2: Commencement of a business enterprise 14 Hrs	Identification and selection of Business Opportunities – Procedures and Formalities for Starting up a venture – Location – Clearances and permits required – Formalities – Licensing and registration procedures – Types of start-up – Challenges and Pit-falls for a new Start up – Why new Ventures Fail – Venture Development Stages.	<ul style="list-style-type: none"> • Lecture • Case Studies • Discussions 	To understand the procedure to commence business enterprise	Evaluation through assignments.
Module-3: Financial Aspects, Owner Structure and Legal Issues 14 Hrs	Financial Aspects: Sources of Capital – Personal fund – Debt v/s Equity – Bank Loan – Venture Capital – Angel investing. Ownership Structure: Sole proprietorship – Partnership – Joint venture – Corporations – Franchising. Challenges facing family owned businesses. Legal Issues Concerning New Ventures: Patents – Copyrights – Trademarks and Bankruptcy.	<ul style="list-style-type: none"> • Lecture • Discussion • Illustrations 	The student should be able to understand the various issues pertaining to starting an enterprise which includes financial and legal issues.	Evaluation through assignments and tests
Module-4:	Business Models –	<ul style="list-style-type: none"> • Lecture 	To understand the concept	

<p>Business Model and Business Plan (BP) 12 Hrs</p>	<p>Meaning, Types and purpose of business models, Meaning and Need for a BP – Scope and Value for a BP – Who should write the plan? - Presenting and writing the business plan - Financial Aspect-Marketing Aspect-HR aspect-Social Aspect- Technical aspect- – Why some business plans fail. Evaluation of the plan by potential lenders and investors</p>	<ul style="list-style-type: none"> • Case Study • Discussion • Illustrations 	<p>of Business Plan – its meaning , types,and purpose .</p> <p>Understand the importance of business plan for financial , marketing, hr, social and technical aspect Understand why business fail</p>	<p>Evaluation through MCQs, and tests</p>
<p>Module-5: Assistance for Entrepreneurs and Global Opportunities 12 Hrs</p>	<p>Sources of financial and non-financial support for SSI entrepreneurs – Institutional support and taxation benefits – International environment – Methods of going International – Entering international marketplace – Types of documents required for Export oriented business and Travel agencies.</p>	<ul style="list-style-type: none"> • Lecture • Discussion 	<p>To understand the sources of financial support for Entrepreneurs</p> <p>Procedures to go international</p>	<p>Evaluation through assignments .</p>

UNIT WISE BREAK UP

LECTURE HOURS: 60

Objective

- This course gives an introduction to the basic concepts of enterprise building and equips the students with the skills and competency to create a successful enterprise.
- It also emphasizes the role and importance of business opportunities identification and assessment – business planning process and funding issues

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
MODULE 1	Introduction to Entrepreneurship	8 Hrs		
1.	Evolution of the concept of Entrepreneur – Growth of Entrepreneurship in India –	3	Lecture and Discussion	-
2.	Role of Entrepreneurship in Economic Development - Types of Entrepreneur – Entrepreneurship – Knowledge Entrepreneur – Social Entrepreneur.	3	Lecture and Illustrations	Question and Answer
3.	–Women Entrepreneurs- profile and problems – Recent Trends and development – Entrepreneurial Competencies.	2	Lecture	Question and Answer

MODULE 2	Commencement of a business enterprise	14 Hrs		
1.	Identification and selection of Business Opportunities – Procedures and Formalities for Starting up a venture	4	Lecture	Question and Answer
2.	– Location – Clearances and permits required – Formalities – Licensing and registration procedures –	5	Lecture	Question and Answer
3.	Types of start-up – Challenges and Pit-falls for a new Start up.	3	Lecture	Question and Answer
4.	– Why new Ventures Fail – Venture Development Stages	2	Industrial Visit	
MODULE 3	Financial Aspects, Ownership Structure and Legal Issues	<u>14 Hrs</u>		
1.	Financial Aspects: Sources of Capital – Personal fund – Debt v/s Equity – Bank Loan – Venture Capital – Angel investing.	5	Lecture	Question and Answer
	Ownership Structure: Sole proprietorship – Partnership – Joint venture – Corporations – Franchising.	4	Lecture	Question and Answer
	Challenges facing family owned businesses. Legal Issues Concerning New Ventures:	3	Lecture	Question and Answer
	Patents – Copyrights – Trademarks and Bankruptcy -	2	Lecture	Question and Answer
MODULE 4	<u>Business Model and Business Plan (BP)</u>	12		

1.	Business Models – Meaning, Types and purpose of business models, Meaning and Need for a BP – Scope and Value for a BP –	4	Lecture	Question and Answer
2.	Who should write the plan? - Presenting and writing the business plan - Financial Aspect- Marketing Aspect-HR aspect-Social Aspect- Technical aspect- –	4	Lecture	Question and Answer
3.	Why some business plans fail. Evaluation of the plan by potential lenders and investors	4	Lecture	Question and Answer
MODULE 5	<u>Assistance for Entrepreneurs and Global Opportunities</u>	<u>12 Hrs</u>		
1.	Sources of financial and non-financial support for SSI entrepreneurs – Institutional support and taxation benefits – International environment	6	Lecture	Question and Answer
2.	– Methods of going International – Entering international marketplace – Types of documents required for Export oriented business and Travel agencies.	6	Lecture	Question and Answer

Books For Reference:

Colin Coulson Thomas: The Knowledge Entrepreneur, Kogan Page Publications.

Donald F. Kuratko & Richard M. Hodgetts: Entrepreneurship Theory Process and Practice, Sixth Edition, Thomson South Western Publications.

Dr. Sudhir Sharma, Balraj Singh & Sandeep Singhal: Entrepreneurship Development, Wisdom Publications, New Delhi.

Government of India: Report of the Committee on Development of Small and Medium Entrepreneurs, 1975.

Mark. J. Dollinger: Entrepreneurship, Strategies and Resources, Pearson Edition.

P. C. Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.

Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd: Entrepreneurship, Sixth edition, Tata McGraw Hill Publications.

S. S. Khanka: Entrepreneurship Development, S. Chand Publications.

S. V. S. Sharma: Developing Entrepreneurship - Issues and Problems.

Udai Pareek & T. V. Rao: Developing Entrepreneurship