

ST. JOSEPH'S COLLEGE OF COMMERCE
(AUTONOMOUS)



TEACHING LESSON PLAN

(2017-2018)

EVEN SEMESTER

B.B.A

M1 15 MC 403: 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	No of lecture Hrs	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	2	Lecture and interaction	Answer the questions
8 hrs	3 & 4	Role of entrepreneurship in economic development-Types of entrepreneurs	2	Lecture and interaction	Answer the questions
	5	Knowledge entrepreneur-Social entrepreneur	1	Lecture and case study	Answer the questions
	6	Women entrepreneurs-Profile and problems	1	Lecture, interaction and videos	Case study an
	7	Recent trends and development	1	Lecture and interaction	Answer the questions
	8	Entrepreneurial competencies	1	Lecture and interaction	Conceiving an selling a prod /service
Module-2 Establishing of an Enterprise	9	Identification and selection of Business Opportunities	1	Lecture and interaction	Answer the questions
14 Hours	10 & 11	Procedures and Formalities for Starting up a venture	2	Lecture and interaction	Preparation of Business Plan
	12 & 13	Location – Clearances and permits required	2	Lecture and interaction	Answer the questions
	14 & 15	Formalities-Licensing and registration procedures	2	Lecture and interaction	Answer the questions
	16 & 17	Types of start-up	1	Lecture and interaction	Answer the questions

	18 & 19	Challenges and Pit-falls for a new Start up	2	Lecture and interaction	Answer the questions
	20 & 21	Why new Ventures Fail	2	Lecture and interaction	Answer the questions
	22	Venture Development Stages	2	Lecture and interaction	Answer the questions
Module-3 Ownership structure and Legal Issues	23 & 24	Ownership Structure: Sole proprietorship – Partnership – Joint venture – Corporations	2	Lecture and interaction	Answer the questions
7 Hours	25	Franchising	1	Lecture and case study	Answer the questions
	26	Challenges facing family owned businesses.	1	Lecture and interaction	Answer the questions
	27	Legal Issues Concerning New Ventures: Patents	1	Lecture and interaction	Answer the questions
	28 & 29	Copyrights – Trademarks and Bankruptcy.	2	Lecture and interaction	Answer the questions
Module – 4: Preparing the Business Plan (BP)	30 & 31	Meaning of Business model, types and purpose.	2	Lecture and case study	Preparation of Business plan
12 Hours	32	Meaning and Importance of a BP- Scope and value of a BP	2	Lecture and interaction	Preparation of Business plan
	33 & 34	Preparing a BP Format, presenting, writing and a BP	2	Lecture and interaction	Preparation of Business plan
	35	Financial Aspect	1	Lecture and interaction	Preparation of Business plan
	36	Marketing Aspect	1	Lecture and interaction	Preparation of Business plan
	37	HR aspect	1	Lecture and interaction	Preparation of Business plan
	38 & 39	Social Aspect-Technical aspect	2	Lecture and interaction	Answer the questions

	40 & 41	Evaluation by potential lenders and investors.	1	Lecture and interaction	Preparation of Plan
Module – 5: Assistance for Entrepreneurs and Global Opportunities	42, 43, 44	Sources of financial assistance- SFCs, SIDBI, KSIDC, KSSIC, IFCI.	3	Lecture and interaction	Answer the questions
12 Hours	45, 46, 47	Sources of Non-Financial Assistance for Entrepreneurs- DIC, SISI, EDI, SIDO, AWAKE, TCO, KVIC-Financial Incentives and Tax Concessions	4	Lecture and interaction	Answer the questions
	48, 49	International environment	1	Lecture and interaction	Answer the questions
	50, 51	Methods of going International	2	Lecture and case study	Answer the questions
	52, 53	Entering international marketplace – Types of documents required for Export oriented business.	2	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.	4	Lecture and interaction	Answer the questions
7 Hours	58,59,60	Private Equity, Public Funding, Business Valuation (concepts only), Financial Incentives for SSIs and Tax incentives.	3	Lecture and interaction	Answer the questions

