

ST. JOSEPH'S COLLEGE OF COMMERCE
(AUTONOMOUS)



LESSON PLAN
2017-2018 ODD SEMESTER
Fundamentals of Entrepreneurship
SUBJECT CODE: M3 17 AR 104

PREPARED BY:
TINA P SINGH

OBJECTIVES OF THE SUBJECT: 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 opportunity identification and assessment – business planning process and funding issues.

MODULE WISE LESSON PLAN

UNIT/ SESSION/ HOURS (TIME REQUIRED)	TOPICS FOR STUDENT PREPARATION (INPUT)	PROCEDURE (PROCESS)	LEARNING OUTCOME (OUTPUT)	ASSESSMENT
MODULE 1: - Introduction to Entrepreneurship	Module 1- Meaning- Definition- Impact of Entrepreneurship on the world-Entrepreneurial success Stories. Entrepreneurial- Communities- Entrepreneurial Process Theories of entrepreneurship-Myths of entrepreneurship-Traits of a successful Entrepreneur how to continue being a successful Entrepreneur- Rewards of being an Entrepreneur.	MOOC based – discussion – case study	To understand Introduction to Entrepreneurship and discussing some success stories	Evaluation through mcq's and descriptive test
MODULE 2: Entrepreneurship Environment	Industrial environment- Industry options available-Role of Entrepreneurs- Productivity- Job Creation- Transfer of Technology- Entrepreneurial Firms- Advantages of Small & Medium Enterprises-The Indian SME Sector-	MOOC based – discussion – case study	To familiarize the students with the environment and current status of the country	Evaluation through mcq's and descriptive test

	<p>Entrepreneurship and the Environment- Societal Factors-Women as Entrepreneurs- Education - Government Policies - Economic Infrastructure and Societal Overheads -Changes Taking Place. Entrepreneurship on Campus (E-cell).</p>			
<p>MODULE 3: The Core Entrepreneur</p>	<p>Introduction to Entrepreneurial styles- concepts- behavior and entrepreneurial motivation- achievement and management success, entrepreneurial success in rural areas; Innovation and entrepreneur; establishing entrepreneurs system-the skills required to be an entrepreneur, The entrepreneurial decision process, and role models, mentors and support system. Distinguish between entrepreneurship and intrapreneurship -identify potential Mistakes/pitfalls of entrepreneurship.</p>	<p>MOOC based – discussion – case study</p>	<p>To understand the essentials of an entrepreneur and understating the mindset of an entrepreneur</p>	<p>Evaluation through mcq's and descriptive test</p>
<p>MODULE 4: Entrepreneurial Motivation</p>	<p>Understanding self- Self disclosure-Personal Effectiveness- advantages to self-exploration- Barriers to Communication- body language- sales skills to become an Entrepreneurs- customer profiling- customer acquisition- personal selling- elevator/sales pitch Entrepreneurship, training Preparation and Development</p>	<p>MOOC based – discussion – case study</p>	<p>To understand how the keep the entrepreneur motivated and focused.</p>	<p>Evaluation through mcq's and descriptive test</p>

	Programmes. Evaluating entrepreneurial development program. Developing support system			
MODULE 5: Entrepreneurial Revolution and Process	The entrepreneurial process-Start- up ecosystems-Impact of entrepreneurship on the economy- Alternative start-up business models -The lean start-up-process of new venture. creation- Innovation and creativity- Design thinking-Business structures and intellectual property. Financing and investment- venture capital- Concept of social entrepreneurship.	MOOC based – discussion – case study	In order to have a successful venture it is essential to understand the process and eco system.	Evaluation through mcq's and descriptive test
MODULE 6: Entrepreneurial Competencies	Introduction – competencies of entrepreneurs) Decision Making (2) Problem Solving (3) Risk Taking (4) Leadership (5) Communication Dealing with customers, Entrepreneurial Values and attitude motivation- Need Hierarchy Theory of Motivation - David McClelland Need Theory of Motivation- Life Skills - Managing Self and Others, Positive Attitude Creativity, Team Building and motivation- Concept of Risk Taking- Types of Risk Taking: Entrepreneurship	Lecture – discussion – case study	To understand if you have what it takes to become an entrepreneur	Evaluation through mcq's and descriptive test

	Development Club - Entrepreneur Support Scheme(ESS). - Business incubation.			
--	---	--	--	--

UNIT WISE LESSON PLAN

SL NO.	UNIT & OBJECTIVES	NO.OF LH	TEACHING METHODOLOGY	EVAULATION
1.	Introduction	10Hrs	MOOC based LECTURE, ppts AND DISCUSSIONS	MCQs, TESTS
1	Module 1- Introduction to Entrepreneurship	10		
2	Meaning-Definition- Impact of Entrepreneurship on the world-	2	MOOC based – discussion – case study	
3	Entrepreneurial ^{Success} Stories	1	MOOC based – discussion – case study	
4	Entrepreneurial- Communities- Entrepreneurial Process	2	MOOC based – discussion – case study	
5	Theories of entrepreneurship- Myths of entrepreneurship-	2	MOOC based – discussion – case study	
6	Traits of a successful Entrepreneur	2	MOOC based – discussion – case study	
7	how to continue being a successful Entrepreneur-	1	MOOC based – discussion – case study	
2.	Module 2- Entrepreneurship Environment	10Hrs	LECTURE USING CHALK AND BOARD,	MCQs, TESTS

			ppts AND DISCUSSIONS	
A)	Industrial environment-	1	MOOC based – discussion – case study	
	Industry options available-Role of Entrepreneurs- Productivity- Job Creation- Transfer of Technology-Entrepreneurial Firms-	3	MOOC based – discussion – case study	
	Advantages of Small & Medium Enterprises-	2	MOOC based – discussion – case study	
	The Indian SME Sector- Entrepreneurship	2	MOOC based – discussion – case study	
	and the Environment- Societal Factors	2	MOOC based – discussion – case study	
	Practicum	1	MOOC based – discussion – case study	
3.	The Core Entrepreneur	10	Lecture using chalk and board, ppts and discussions	MCQs, TESTS
A)	Introduction to Entrepreneurial styles-concepts- behavior and entrepreneurial motivation-achievement and management success,	2	MOOC based – discussion – case study	
B)	entrepreneurial success in rural areas;	1	MOOC based – discussion – case study	
C)	Innovation and entrepreneur; establishing entrepreneurs system-the skills required to be an entrepreneur,	2	MOOC based – discussion – case study	
D)	The entrepreneurial decision process, and role models, mentors and support system.	1	MOOC based – discussion – case study	
E)	Distinguish between entrepreneurship and intrapreneurship -identify potential Mistakes/pitfalls of entrepreneurship.	2	MOOC based – discussion – case study	
F)	Introduction to Entrepreneurial styles-concepts- behavior and entrepreneurial motivation-achievement and management success,	1	MOOC based – discussion – case study	
G)	entrepreneurial success in rural areas;	1	MOOC based – discussion – case study	

4.	Module 4- Entrepreneurial Motivation	10hrs	LECTURE USING CHALK AND BOARD, ppts AND DISCUSSIONS	MCQs, TESTS
A)	Understanding self- Self disclosure- Personal Effectiveness- advantages to self-exploration-	3	MOOC based – discussion – case study	
B)	Barriers to Communication- body language- sales skills to become an Entrepreneurs-	2	MOOC based – discussion – case study	
C)	customer profiling-customer acquisition- personal selling-elevator/sales pitch-	2	MOOC based – discussion – case study	
D)	Entrepreneurship, training Preparation and Development Programmes.	2	MOOC based – discussion – case study	
E)	Evaluating entrepreneurial development program. Developing support system.	1	MOOC based – discussion – case study	
5.	Module 5- Entrepreneurial Revolution and Process	10	LECTURE USING CHALK AND BOARD, ppts AND DISCUSSIONS	MCQs, TESTS
A)	The entrepreneurial process- Start- up	2	MOOC based – discussion – case study	
B)	ecosystems-Impact of entrepreneurship on the economy-	2	MOOC based – discussion – case study	
C)	Alternative start-up business models	2	MOOC based – discussion – case study	
D)	-The lean start-up-process of new venture creation-Innovation and creativity-	2	MOOC based – discussion – case study	
E)	Design thinking-Business structures and intellectual property. Financing and investment- venture capital- Concept of social entrepreneurship.	2	MOOC based – discussion – case study	
6.		10Hrs	LECTURE USING CHALK AND BOARD, ppts AND DISCUSSIONS	MCQs, TESTS
A)	Module 6- Entrepreneurial Competencies	10	MOOC based – discussion – case study	

B)	Introduction – competencies of entrepreneurs	1	MOOC based – discussion – case study	
C)	1) Decision Making	1	MOOC based – discussion – case study	
D)	(2) Problem Solving	1	MOOC based – discussion – case study	
E)	(3) Risk Taking	1	MOOC based – discussion – case study	
F)	(4) Leadership	1	MOOC based – discussion – case study	
	(5) Communication	1	MOOC based – discussion – case study	
	Dealing with customers, Entrepreneurial Values and attitude motivation- Need Hierarchy	1	MOOC based – discussion – case study	
	Theory of Motivation - David McClelland Need Theory of Motivation- Life Skills -,	1	MOOC based – discussion – case study	
	Managing Self and Others, Positive Attitude Creativity	1	MOOC based – discussion – case study	
	Team Building and motivation-		MOOC based – discussion – case study	
	Concept of Risk Taking- Types of Risk Taking: Entrepreneurship Development Club	1	MOOC based – discussion – case study	
	Entrepreneur Support Scheme(ESS).		MOOC based – discussion – case study	