

**St. Joseph's College of Commerce**  
**(Autonomous)**



**Lesson Plan**

**2018-2019 Even Semester**

**M3 17 AR 204: BUSINESS OPPORTUNITY  
IDENTIFICATION**

**PREPARED BY:**

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**Objectives of the subject:** The entrepreneurship process occurs when individuals (or teams) identify opportunities, evaluate whether these opportunities are viable, and then assemble the resources needed to build a new venture. This paper provides an intensive overview of the first step in this process. The primary goal of this paper is to help students generate potential ideas for a business. Through a combination of readings, videos, brainstorming sessions, presentations, and on-line discussions, we will learn how to search for and identify entrepreneurial opportunities.

### Module wise lesson plan

<i>Unit/ Session/ hours (time required)</i>	<i>Topics for student Preparation (input)</i>	<i>Procedure (process)</i>	<i>Learning outcome (output)</i>	<i>Assessment</i>
Module 1 - Self-Discovery	Types of entrepreneurs - Nascent-Novice-Habitual-Serial Portfolio - traits of entrepreneurs-SWOT analysis (understanding strength and weakness of an individual)-Building your entrepreneurship CV-Building your action plan-entrepreneurial vision and mission, entrepreneurial leadership, qualities of successful entrepreneur, entrepreneurs	Lecture - discussion - case study	To understand Self and build yourself through understanding you interests and choices	Evaluation through mcq's and descriptive test

	entrepreneur, entrepreneurs vs. Professional managers.			
Module 2 – Idea Generation	<p>What is Idea Generation? - How do you generate Ideas (D.I.S.R.U.P.T-derive, include, separate, repurpose, unite, personalize, transplant) - Mind mapping -What is Mind Mapping and how does it help you take your ideas to the next level</p> <p>Brainstorming to generate Ideas- Understanding the framework that fits well for your idea.</p>	Lecture – discussion – case study	To generate business ideas and understand what ideas works in the market	Evaluation through mcq’s and descriptive test
Module 3 – Idea Evaluation	<p>What is Idea Evaluation? - Components of Idea Evaluation</p> <p>How do evaluate different ideas, 5Q technique-Decision Making Analysis- Paired comparison Analysis- Elevators Pitch (one minute pitch presentation).</p>	Lecture – discussion – case study	To evaluate the ideas from various tests and comparison.	Evaluation through mcq’s and descriptive test
Module 4 – Entrepreneurial Outlook and	What are the different entrepreneurship	Lecture – discussion – case study	To understand the outlook of an entrepreneur	Evaluation through mcq’s

Customer Discovery	Outlook?- Effectuation Lean Startup-Team Formation- Market Segmentation and Targeting- Customer Analysis- Who is my Customer- Customer Insights- Presentation of your customer profile.		and understand the functionalities of a lean start up	and descriptive test
5 - Value Proposition Design	What is Value Proposition-imp ortance of Value Proposition? Customer Profile (Gains and Pains)- understanding the Value Map- Developing the Value Map- Industry Analysis- Blue Ocean Strategy (Industry analysis)..	Lecture - discussion - case study	To familiarize studnets with value proposition ad draw a value map.	Evaluation through mcq's and descriptive test
Module 6 - Prototyping and Life Skills in Entrepreneurship	What is Prototyping? How do you develop/design a prototype Building of a MVP (market Viable Product) - Presentation of Prototype, Different Life Skills to become a better entrepreneur (Values-Integrity, Time	Lecture - discussion - case study	To design a product prototype and understand MVP.	Evaluation through mcq's and descriptive test

	Management, Result Orientation, Dealing Effectively with Criticism).			
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