

St. Joseph's College of Commerce (Autonomous)
#163, Brigade Road, Bangalore - 560 025
TEACHING LESSON PLAN -3BCOM
("B" AND "D "SECTION)

Subject Name: ENTREPRENEURSHIP DEVELOPMENT

Lecture hours: 60

Teaching Aid- PPT, Video, Case Study

Faculty: Ms. Shivakami Rajan,

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 opportunity identification and assessment business planning process and funding issues

SL. NO	OBJECTIVES	LECTURE HOURS	Teaching Methods	EVALUATION/ LEARNING CONFIRMATION
UNIT 1	Introduction to Entrepreneurship	8 Hrs		
	Evolution of Entrepreneurship –	1	Lecture	Discussion with Brainstroming
	Introduction to the concept of entrepreneurs, entrepreneurship and enterprise	2	Lecture	Mindmaps
	Reasons for growth of Entrepreneurship - Characteristics and classification of Entrepreneurs- Intrapreneurs	2	Discussion	Activity
	Women Entrepreneurs- problems and challenges- Competency requirement for entrepreneurs	3	Lecture	Debate
UNIT 2	Commencement of a business enterprise	12 Hrs		
	Entrepreneurial Process- Identification and selection of Business Opportunities-Sources of Business idea	2	Lecture	Mindmaps
	Procedures and Formalities for starting up a venture- Location- Clearances and permits required- Formalities- Licensing and registration procedures-	5	Lecture	Discussion
	Types of startups- Challenges and pitfalls for a new Start up-	2	Case study	Discussion
	Why new Ventures fail-	1	Case Study Discussion	Online assignment

	Exit Strategy for business- Venture Development stages.	2	Lecture	Q & A
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UNIT 3	Business Model and Business Plan (BP)	10 Hrs		
	Business Models- Meaning, Types and purpose of business models Need for a BP	2	Lecture	Q & A
	Nuances of BP(Financial ,Marketing , HR)	2	Case Discussion	Q & A
	Nuances of BP (Legal, Social and Technical aspects)	2	Flipclass	Activity
	Why some BP fail- Evaluation of the plan by potential lenders and Investors	2	Lecture	Online Assignment
	Why some BP fail- Evaluation of the plan by potential lenders and Investors	2	Lecture	Q & A
UNIT 4	Elements of Entrepreneurial plan	12 Hrs		
	Financial Plan- Meaning- Sources of Capital – Personal Fund- Bank Loan- Venture Capital- Angel Investing – Crowd Funding-	2	Guest Lecture	Activity with Mindmaps
	Capital cost estimates of the project- Project operational cost estimates	1	Lecture	Online Assignment
	Methods of cost estimations-Projected income statement - Operating Income statement-	1	Discussion	Activity
	Break even Analysis-Business valuation techniques-Use of software packages	1	Lecture	Brainstrom Session
	Marketing Plan- Market research for new venture- Competitive Analysis	1	Lecture	Activity
	Marketing Strategies- Marketing plan Marketing Mix Contingency plans	1	Lecture	Case study Assignment
	Organizational Plan- Legal Forms of business-Single ownership firms- Partnership firms- Joint Stock Company- Co-operative Enterprises—Public sector Enterprises-	1	Flipclass	Discussion
Expansion and diversification strategies-Mergers and acquisitions- Franchising	2	Lecture	Q & A	
Legal Issues considerations- Intellectual Property- Patents Copyrights- Trademarks, Licensing	2	Lecture	Q & A	
UNIT 5	Assistance for Entrepreneurs in India	12Hrs		
	Role of Entrepreneurship for Economic Development -Need and Importance of support functions-	3	Lecture	Activity
	Financial and Non-financial support-NSIC, SIDC, SFC'S, SIDBI, IFCI, SISI, DIC.	4	Flipclass	Online Assignment

	Government Incentives, subsidies and Policies and various Tax Concession	5	Flipclass	Online Assignment
UNIT 6	Global Opportunities	6Hrs		Q & A
	International environment- Methods of going International- Problems in International trade-	2	Discussion	Discussion
	Protectionism- Trade blocks- How WTO helps in entrepreneurship-	2	Lecture	Q & A
	Changing international environment- Global trends.	2	Discussion	Case study Assignment

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, Thomas South Western Publications.
- Dr.Sudhir Sharma, Balraj Singh & Sandeep Singhal: Entrepreneurship Development, Wisdom Publications, New Delhi
- Mark J Dollinger: Entrepreneurship, Strategies and Resources, Pearson Edition. SJCC
- P.C Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.
- Robert D Hisrich, Micheal P Peters & Dean A Shephers: Entrepreneurship, Sixth Edition, Tata Mc Graw 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

	Rewards - Meaning, importance, types: monetary & non-monetary	1	Lecture	Activity
UNIT 6	HUMAN RESOURCE AUDITING	10 Hrs		
	Need and purpose	2	Flipclass	Q & A
	Benefits, Process	2	Lecture	Q & A
	Approaches to HR audit	2	Lecture	Activity
	Phases involved in HR audit	2	Lecture	Online assignment
	Audit report: Meaning	2	Flipclass	Q & A

Books for Reference:

- C. B. Memoria: Personnel Management.
- David Bell: Personnel Management.
- David R Hampton: Modern Management issues and Ideas.
- Deepak Kumar Bhattacharya: Human Research Management
- K. Aswathappa: Human Resource & Personnel Management.
- K. K. Aheja: Personnel Management.
- Michael Porter: HRM and Human Relations.
- T. N. Chhabra& K. K. Aheja: Managing People at Work.
- AmandeepKaur, PunamAgarwal – Industrial Relations
- M. Sarma – Aspects of labour welfare and social security