

St. Joseph's College of Commerce (Autonomous)

#163, Brigade Road, Bangalore - 560 025

LESSON PLAN - III Semester BBA

ALLIED OPTIONS - MOOCS - Entrepreneurship in Emerging Economies (EDX HARVARD)

Dr. SRIDHAR L S

Lecture hours: 21

Objective:

- The primary objective of the course is to engage students in the modern day challenges affecting emerging economies, and to examine a range of entrepreneurial attempts to solve these problems. We hope that you will leave this course with a deeper understanding of the ways in which entrepreneurial action can effectively tackle major problems in emerging economies, by combining knowledge of historical causes, qualitative and quantitative evidence, and context-specific knowledge of the commonalities and differences across emerging economies.

SL.NO	UNIT & OBJECTIVES	NO OF LECTURE HOURS	TEACHING METHODS	EVALUATION/ LEARNING CONFIRMATION
1	<b>Entrepreneurship in Emerging Economies</b>	<b>4 Hrs.</b>		
	Entrepreneurship in Emerging Economies-Combating Corruption	1	Lecture through PPT	Questions & Answers
	Recognizing Institutional Voids	2	Lecture through PPT,	Questions & Answers
	Analogs to Taobao Villages	1	Lecture through PPT	Questions & Answers
2	<b>New domains for process innovation and economies of scale</b>	<b>5 Hrs</b>		
	The Relationship Between Price and Value	1	Lecture through PPT	Questions & Answers
	Subsidized Healthcare	1	Lecture through PPT	Questions and Answers
	Quality and Access	1	Lecture through PPT	Questions & Answers
	Sustainability, Profit, and Expansion	1	Lecture through PPT	Questions and Answers
	Challenges of Healthcare in India	1	Lecture through PPT	Case study & Discussion

3	<b>Branding - Food Security</b>	<b>4 Hrs</b>		
	Undernutrition's and Food Security	2	Lecture through PPT & Video	Case study & Discussion
	Food Security Supply, demand and intermediation.	1	Lecture through PPT	Questions & Answers
	Introduction to BRAC	1	Lecture through PPT	Questions & Answers
	Branding and Entrepreneurship	1	Lecture through PPT	Questions & Answers
4	<b>The Creativity : Role of Intellectual Property Rights</b>			
	How Innovation Travels : North and South Model	2	Lecture through PPT	Case study & Discussion
	CSIR and Bureaucratic Entrepreneurship	1	Lecture through PPT	Questions & Answers
	Strategies for Bureaucratic Entrepreneurship	1	Lecture through PPT	Questions & Answers
5	<b>Partnering and Platforms : Mass Urbanisation, Temporary Urbanisation and Population Dynamics</b>	<b>5 Hrs</b>		
	Overview of Population and Dynamics	2	Lecture through PPT	Questions & Answers
	KUMBH MELA Case Discussion	1	Lecture through PPT & Videos	Lecture through PPT
	Entrepreneurship and Partnership	1	Lecture through PPT, Cases Study and Videos	Lecture through PPT

**CIA Components:**

The tentative date to complete the CIA is 12<sup>th</sup> August, 2018. The evaluation scheme is based on the comprehensive and analytical skills of students for the below criteria.

1. Assignment
2. Seminar/Discussion
3. Case Study Discussion