

**ST. JOSEPH'S COLLEGE OF COMMERCE  
(AUTONOMOUS)**

**LESSON PLAN HOURLY WISE  
2018-2019 (Odd Semester)**

**1 BBA D**

**Subject Code : M3 17 AR 104**

**Subject Name: : Fundamentals of Entrepreneurship**

**Lecture hours : 60**

**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	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology / Instructional techniques	Evaluation/ learning confirmation
<b>Module 1.</b>	<b>Introduction to Entrepreneurship</b>	<b>10</b>	Lecture, ppts and Discussions	Question & Answer, Tests
1.	Meaning-Definition-Impact of Entrepreneurship on the world	1	Lecture and Discussions	Question and answer
2.	Entrepreneurial Success Stories	1	Lecture and Discussions	Question and answer
3.	Entrepreneurial- Communities-Entrepreneurial Process	2	Lecture and Discussions	Question and answer
4.	Theories of entrepreneurship-Myths of entrepreneurship	2	Lecture and Discussions	Question and answer
5.	Traits of a successful Entrepreneur	2	Case Study	Question and answer
6.	how to continue being a successful Entrepreneur	1	Lecture and Discussions	Question and answer
7.	Rewards of being an Entrepreneur.	1	Lecture and Discussions	Question and answer
8.	Revision/ Repetition of cases/ Cases/ Examples		Questions/ Viva	Test
<b>Module 2</b>	<b>Entrepreneurship Environment</b>	<b>10</b>	Lecture, ppts and Discussions	Question & Answer, Tests

1.	Industrial environment	1	Lecture and Discussions	Question and answer
2.	Industry options available-Role of Entrepreneurs-Productivity- Job Creation- Transfer of Technology-Entrepreneurial Firms.	3	Lecture and Discussions	Question and answer
3.	Advantages of Small & Medium Enterprises - The Indian SME Sector-Entrepreneurship and the Environment.	2	Lecture and Discussions	Question and answer
4	Societal Factors-Women as Entrepreneurs-Education - Government Policies.	2	Lecture and Discussions	Question and answer
5.	Economic Infrastructure and Societal Overheads -Changes Taking Place. Entrepreneurship on Campus (E-cell).	2	Case Study	Question and answer
6.	Revision/ Repetition of cases/ Cases/ Examples		Questions/ Viva	Test
<b>Module 3.</b>	<b>The Core Entrepreneur</b>	<b>10</b>	Lecture, ppts and Discussions	Question & Answer, Tests
1.	Introduction to Entrepreneurial styles-concepts-behaviour and entrepreneurial motivation- achievement and management success.	2	Lecture and Discussions	Question and answer
2.	Entrepreneurial success in rural areas; innovation and entrepreneur;	2	Case Study	Question and answer
3.	Establishing entrepreneurs system-the skills required to be an entrepreneur	2	Lecture and Discussions	Question and answer
4.	the entrepreneurial decision process, and role models, mentors and support system	2	Lecture and Discussions	Question and answer
5.	Distinguish between entrepreneurship and intrapreneurship -identify potential mistakes/pitfalls of entrepreneurship.	2	Lecture and Discussions	Question and answer
6.	Revision/ Repetition of cases/ Cases/ Examples		Questions/ Viva	Test
<b>Module 4</b>	<b>Entrepreneurial Motivation</b>	<b>10</b>	Lecture, ppts and Discussions	Question & Answer, Tests
1.	Understanding self- Self disclosure-Personal Effectiveness-advantages to self-exploration	2	Lecture and Discussions	Question and answer
2.	Barriers to Communication- body language- sales skills to become an Entrepreneurs	2	Case Study	Question and answer
3.	customer profiling-customer acquisition- personal selling-elevator/sales pitch- Entrepreneurship	2	Lecture and Discussions	Question and answer

4.	Training Preparation and Development Programmes	2	Lecture and Discussions	Question and answer
5.	Evaluating entrepreneurial development program. Developing support system.	2	Lecture and Discussions	Question and answer
6.	Revision/ Repetition of cases/ Cases/ Examples		Questions/ Viva	Test
<b>Module 5</b>	<b>Entrepreneurial Revolution and Process</b>	<b>10</b>	Lecture, ppts and Discussions	Question & Answer, Tests
1.	The entrepreneurial process-Start-up ecosystems.	2	Lecture and Discussions	Question and answer
2.	Impact of entrepreneurship on the economy-Alternative start-up business models.	2	Lecture and Discussions	Question and answer
3.	The lean start-up-process of new venture creation-Innovation and creativity.	2	Lecture and Discussions	Question and answer
4.	Design thinking-Business structures and intellectual property.	2	Lecture and Discussions	Question and answer
5.	Financing and investment- venture capital- Concept of social entrepreneurship.	2	Case Study	Question and answer
6.	Revision/ Repetition of cases/ Cases/ Examples		Questions/ Viva	Test
<b>Module 6</b>	<b>Entrepreneurial Competencies</b>	<b>10</b>	Lecture, ppts and Discussions	Question & Answer, Tests
1.	Introduction - competencies of entrepreneurs-(1) Decision Making (2) Problem Solving (3) Risk Taking (4) Leadership (5) Communication.	2	Lecture and Discussions	Question and answer
2.	Dealing with customers, Entrepreneurial Values and attitude motivation.	2	Lecture and Discussions	Question and answer
3.	Need Hierarchy Theory of Motivation - David McClelland Need Theory of Motivation	2	Lecture and Discussions	Question and answer
4.	Life Skills - Managing Self and Others, Positive Attitude Creativity.	2	Lecture and Discussions	Question and answer
5.	Team Building and motivation- Concept of Risk Taking-Types of Risk Taking: Entrepreneurship Development Club - Entrepreneur Support Scheme(ESS). - Business incubation.	2	Case Study	Question and answer

6.	Revision/ Repetition of cases/ Cases/ Examples		Questions/ Viva	Test
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**Books for Reference:**

- v *Colin Coulson Thomas: The Knowledge Entrepreneur, Kogan Page Publications.*
- v *Donald F. Kuratko & Richard M. Hodgetts: Entrepreneurship Theory Process and Practice, Sixth Edition, Thomson South Western Publications.*
- v *Dr. Sudhir Sharma, Balraj Singh & Sandeep Singhal: Entrepreneurship Development, Wisdom Publications, New Delhi.*
- v *Government of India: Report of the Committee on Development of Small and Medium Entrepreneurs, 1975.*
- v *Mark. J. Dollinger: Entrepreneurship, Strategies and Resources, Pearson Edition.*
- v *P. C. Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.*
- v *Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd: Entrepreneurship, Sixth edition, Tata McGraw Hill Publications.*
- v *S. S. Khanka: Entrepreneurship Development, S. Chand Publications.*
- v *S. V. S. Sharma: Developing Entrepreneurship - Issues and Problems.*

*Udai Pareek & T. V. Rao : Developing Entrepreneurship.*

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Approved By: