

**St. Joseph's College of Commerce (Autonomous)**  
**#163, Brigade Road, Bangalore – 560 025**

**LESSON PLAN**  
**COURSE: BBA Entrepreneurship**  
**SEMESTER: III**  
**SUBJECT: Business Modeling and Planning**

**Lecture hours: 60**

**Objective: This subject introduces the digital presence and develops customer channels by equipping the students to develop a go-to Market Plan.**

<b>Sl. No.</b>	<b>UNIT &amp; OBJECTIVES</b>	<b>No. of Lecture Hours</b>	<b>Methodology / Instructional techniques</b>	<b>Evaluation / learning confirmation</b>
<b>Module I</b>	<b>Entrepreneurship Ventures and Social Entrepreneurship</b>	<b>10</b>		
1.	Shared Leadership and its importance in an entrepreneurial venture	2	Lecture/ Video	Question and Answer
2.	Building a team-Importance of a co-founder in entrepreneurial venture-hiring team	2	Lecture/Activity	Question and Answer
3.	Shared Leadership approach- Leadership roles	2	Lecture/Video	Question and Answer
4.	Creation of Job Description templates.	1	Lecture/Video	Question and Answer
5.	Social Entrepreneurship - difference between Non-profit and Not for Profit-Business- opportunities and challenges.	3	Lecture/PPT/ Video	Question and Answer

<b>Module 2</b>	<b>Business Modelling</b>	<b>10</b>		
1.	Business Model- Meaning – purpose	2	Lecture/Video	Question and Answer
2.	Designing a Business Model Canvas - blocks of the Business Model Canvas -	3	Lecture/Activity	Question and Answer
3.	Interconnectivity - the nine blocks of the Business Model Canvas -	2	Lecture/Activity	Question and Answer
4.	First cut of the filled Business Model Canvas to present the Business Model.	3	Lecture/PPT /Video	Question and Answer
<b>Module 3</b>	<b>- Iterating the MVP</b>	<b>10</b>		
1.	Concepts: Iterating the Minimum Viable Product (MVP) at regular intervals -significance of the MVP Board -	2	Lecture/Video	Class Discussion
2.	Analysing the test/experiment results to refine MVP- Process and timing to pivot in order to ensure success for business.	2	Lecture/Video	Class Discussion
3.	Practical Application- Role of MVP Board in iterating the MVP at regular intervals	3	Lecture/ Video	Activity
4.	Experiment results to refine the MVP - tracking all iterations	3	Lecture/Video	Class Discussion
<b>Module 4</b>	<b>Digital Presence for Ventures and Customer Development</b>	<b>14</b>		
1.	Need for building a digital presence- types of digital channels- digital channel reliability to business-	2	Lecture/Video	Question and Answer

2.	Identifying the digital channel that is suitable for business-Creating a social media plan for business.	2	Lecture/Case study	Question and Answer
3.	Customer Development - Importance of Customer Acquisition-Creation of a Customer Acquisition plan	2	Lecture/Video	Discussion
4.	Creating a Customer Relationship -building strong relationships with customers	2	Lecture/Activity	Question and Answer
5.	Role of media channels in promotions-Creation of a media planner for venture	1	Lecture/Video/Activity	Discussion
6.	Role of sales and distribution channels in a product's journey to its customers	2	Lecture/Video	Question and Answer
7.	Designing a distribution strategy for a venture.	3	Lecture/Video/Activity	Question and Answer
<b>Module 5</b>	<b>Operations Management</b>	<b>10</b>		
1.	Key Activities in business- types of Key Activities	2	Lecture/Video	Question and Answer
2.	Key Resources - different categories of Key Resources as per the business type	3	Lecture/Activity	Question and Answer
3.	Key Partners in a business- Key Partners/Partnerships that a business can engage with	2	Lecture/Video	Question and Answer
4.	Need to have a formal legal business structure- need for compliance while launching business- compliance norms of the country	3	Lecture/Video	Question and Answer
<b>Module 6</b>	<b>Lean Business Financing</b>	<b>6</b>		
1.	Estimated costs, revenues, and pricing for determination of business feasibility/profitability	2	Lecture/Activity	Discussion

2.	Bootstrapping - functioning of a lean business-	2	Lecture/Activity	Question and Answer
3.	Sources and uses of funds raised through bootstrapping	2	Lecture/Video	Question and Answer

**Books for Reference:**

- The New Business Road Test: What Entrepreneurs and Executives Should Do ... by John Mulling
- Getting to Plan B: Breaking Through to a Better Business Model- Randy Komisar, John Mullins
- The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan-John Mullins
- S. V. S. Sharma: Developing Entrepreneurship - Issues and Problems.
- UdaiPareek& T. V. Rao: Developing Entrepreneurship.
- P. C. Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.

**Portions to be completed for the Mid-term :**

**Modules 1,2 and 3**

Prepared by

Rency Alex