

OBE based Teaching Lesson Plan 2019-20

Program: BBA (Entrepreneurship)

Course Name: Fundamentals of Entrepreneurship

Course Code: M3 17 AR 104

Semester: I

Lecture hours: 60

Faculty in-charge: Dr. P.Muralidharan

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Explain the various entrepreneurial skills, functions as well as entrepreneurial development programs.	T2
CO2.	Describe examples of entrepreneurial business and actual practice, both successful and unsuccessful, and explain the role and significance of entrepreneurship as a career, in the firm, and in society.	T2
CO3.	Identify the Traits of a successful Entrepreneur who can carry out the Entrepreneurial Process.	T1
CO4.	Evaluate the Advantages of Small and Medium Enterprises in the context of the Indian SME Sector-Entrepreneurship and the Environment and role of Women as Entrepreneur	T5
CO5.	Conduct self - Exploration analysis to carry out apt entrepreneurial development program	T4
CO6.	Describe the requisites of Entrepreneurial Competencies. Summarize emerging trends and developments in the Entrepreneurial Revolution and Process	T5

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
Module 1: Introduction to Entrepreneurship Meaning-Definition- Impact of Entrepreneurship on the world Entrepreneurial Success Stories Entrepreneurial-Communities- Entrepreneurial Process Theories of entrepreneurship-Myths of entrepreneurship Traits of a successful Entrepreneur How to continue being a successful Entrepreneur Rewards of being an Entrepreneur.	CO1.	10	Video on introduction to Entrepreneurship	Lecture and Presentation	Discussion, Questions & Answers	T2
Module 2: Entrepreneurship Environment Industrial environment Industry options available-Role of Entrepreneurs-Productivity- Job Creation- Transfer of Technology- Entrepreneurial Firms. Advantages of Small & Medium Enterprises - The Indian SME Sector- Entrepreneurship and the Environment. Societal Factors-Women as Entrepreneurs- Education - Government Policies. Economic Infrastructure and Societal Overheads - Changes Taking Place. Entrepreneurship on Campus (E-cell).	CO2.	10	Case study to be read	Lecture and Interaction	Case study analysis and discussion	T2

<p>Module 3:</p> <p>The Core Entrepreneur Introduction to Entrepreneurial styles-concepts-behaviour and entrepreneurial motivation- achievement and management success. Entrepreneurial success in rural areas; innovation and entrepreneur; Establishing entrepreneurs system-the skills required to be an entrepreneur the entrepreneurial decision process, and role models, mentors and support system Distinguish between entrepreneurship and intrapreneurship - identify potential mistakes/pitfalls of entrepreneurship.</p>	CO3.	10	Video on Core Entrepreneur	Lecture and Discussions	Case study analysis Online assignment	T1
<p>Module 4:</p> <p>Entrepreneurial Motivation Understanding self- Self disclosure-Personal Effectiveness- advantages to self-exploration Barriers to Communication- body language- sales skills to become an Entrepreneurs customer profiling-customer acquisition- personal selling-elevator/sales pitch- Entrepreneurship Training Preparation and Development Programmes Evaluating entrepreneurial development program.</p>	CO4.	10	Motivational video on Entrepreneurial	Lecture and Exercise (Work sheet)	Question and answer	T5

Developing support system.						
Module 5: Entrepreneurial Revolution and Process The entrepreneurial process-Start-up ecosystems. Impact of entrepreneurship on the economy-Alternative start-up business models. Impact of entrepreneurship on the economy-Alternative start-up business models. Design thinking-Business structures and intellectual property. Financing and investment-venture capital- Concept of social entrepreneurship.	CO5.	10	Activity	Lecture and Interaction	Assignment on Design Thinking	T4
Module 6: Entrepreneurial Competencies Introduction – competencies of entrepreneurs- (1) Decision Making (2) Problem Solving (3) Risk Taking (4) Leadership (5) Communication. Dealing with customers, Entrepreneurial Values and attitude motivation. Need Hierarchy Theory of Motivation - David McClelland Need Theory of Motivation Life Skills - Managing Self and Others, Positive Attitude Creativity. Team Building and motivation- Concept of Risk Taking- Types of Risk Taking: Entrepreneurship	CO6.	10	Activity	Lecture and Interaction	Case study analysis	T5

Development Club - Entrepreneur Support Scheme(ESS). - Business incubation.						
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Continuous Internal Assessment –

- Drafting a 'Business Plan' - Possible business opportunities.
- Class test

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, Thomson South Western Publications.*
- ❖ *Dr. Sudhir Sharma, Balraj Singh & Sandeep Singhal: Entrepreneurship Development, Wisdom Publications, New Delhi.*
- ❖ *Government of India: Report of the Committee on Development of Small and Medium Entrepreneurs, 1975.*
- ❖ *Mark. J. Dollinger: Entrepreneurship, Strategies and Resources, Pearson Edition.*
- ❖ *P. C. Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.*
- ❖ *Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd: Entrepreneurship, Sixth edition, Tata McGraw 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.*