

OBE based Teaching Lesson Plan 2019-20

Program: B.B.A Entrepreneurship

Course Name: BUSINESS OPPORTUNITY IDENTIFICATION

Course Code: : M3 17 AR 204

Semester: II

Lecture hours: 60

Faculty in-charge: Ms. Nikhath Asrar

Course Outcome No.	Course Outcomes	T level Indicator
1	Identify the role and requisite qualities of an entrepreneur in developing a new venture.	T1
2	Generate new business ideas after assessing potential market opportunities	T6
3	Critically and rigorously evaluate a new business proposal	T5
4	Demonstrate the critical roles of marketing research, competitive analysis and market-entry strategy in the development of a business plan.	T3
5	Design a consumer-value proposition Analysis	T6
6	Develop a prototype- Building of a MVP (market Viable Product) and demonstrate entrepreneurial abilities and capacity in an entrepreneurship portfolio	T6

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
<p>Module 1 - Self-Discovery</p> <p>Types of entrepreneurs - Nascent-Novice-Habitual-Serial-Portfolio - Traits of entrepreneurs-SWOT analysis (understanding strength and weakness of an individual)-Building your entrepreneurship CV-Building your action plan-entrepreneurial vision and mission, entrepreneurial leadership, qualities of successful entrepreneur, entrepreneurs entrepreneur, entrepreneurs vs. Professional managers.</p>	CO1	10 Hrs	References , Referring learnwise	Lecture and Interaction along with PPT	Questions & Answers, LIVE interactions with Entrepreneurs	T1
<p>Module 2- Idea Generation</p> <p>What is Idea Generation? - How do you generate Ideas (D.I.S.R.U.P.T- derive, include, separate, repurpose, unite, personalize, transplant) - Mind mapping - What is Mind Mapping and how does it help you take your ideas to the next level- Brainstorming to generate Ideas- Understanding the framework that fits</p>	CO2	10 Hrs	Videos and References	<ul style="list-style-type: none"> • Lecture • Discussions • Video Presentation 	Discussion, Questions & Answers, video sessions	T6

well for your idea.						
Module 3 - Idea Evaluation What is Idea Evaluation? - Components of Idea Evaluation- How do evaluate different ideas, 5Q technique-Decision Making Analysis- Paired comparison Analysis- Elevators Pitch(one minute pitch presentation).	CO3	10 Hrs	Reading and Discussions	Lecture /Interaction and PPT, Video Presenatation	Activities	T5
Module 4 - Entrepreneurial Outlook and Customer Discovery What are the different entrepreneurship Outlook?- Effectuation- Lean Startup-Team Formation- Market Segmentation and Targeting- Customer Analysis- Who is my Customer- Customer Insights- Presentation of your customer profile.	CO4	10 Hrs	Videos and References	Lecture /Video/ Interaction and PPT	Evaluation through assignments .	T3
Module 5 - Value Proposition Design What is Value Proposition- importance of Value Proposition? Customer Profile (Gains and Pains)- understanding the Value Map- Developing the Value Map- Industry Analysis- Blue Ocean Strategy (Industry analysis).	CO5	10 Hrs	Videos and References	Lecture /Interaction and PPT	Evaluation through preparing MVP	T6
Module 6 - Prototyping and Life Skills in	CO6	10 Hrs	References ,	Lecture	Preparin	T6

<p>Entrepreneurship</p> <p>What is Prototyping? How do you develop/design a prototype- Building of a MVP (market Viable Product) - Presentation of Prototype, Different Life Skills to become a better entrepreneur (Values-Integrity, Time Management, Result Orientation, Dealing Effectively with Criticism).</p>			<p>Referring learnwise</p>	<p>/Interaction and PPT</p>	<p>g a Prototyp e</p>	
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	Nature of CIA Evaluation	Probable dates
1	Making a prototype	02.12.2019 to 08.12.2019
2	Class activities reueloving around key topics	19.02.2020 to 23.02.2020

Book for Reference:

- ✓ *Blank, Steve, Four Steps to the Epiphany, 2e, K&S Ranch, 2013 (ISBN: 978-0989200509).*
- ✓ *Osterwalder, Alexander, and Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley and Sons, 2010 (ISBN: 978-0470876411).*
- ✓ *Kalyana (2015); "Soft Skill for Managers"; First Edition; Wiley Publishing Ltd.*
- ✓ *Larry James (2016); "The First Book of Life Skills"; First Edition; Embassy Books.*
- ✓ *Shalini Verma (2014); "Development of Life Skills and Professional Practice"; First Edition; Sultan Chand (G/L) & Company.*
- ✓ *John C. Maxwell (2014); "The 5 Levels of Leadership", Centre Street, A division of Hachette Book Group Inc.*
- ✓ *Baumgartner, J. (2016); How to Evaluate Ideas -Innovation Management. Innovationmanagement.se. Retrieved 17 November 2016.*