

OBE based Teaching Lesson Plan 2019-20

Program: BBA(Entrepreneurship)

Course Name: Business Modelling and Planning

Course Code: M3 17 AR 305

Semester: III

Lecture hours: 60

Faculty in-charge: Ms. Nikhath Asrar / Dr.P.Muralidharan

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Distinguish between entrepreneurship ventures and social entrepreneurship.	T4
CO2.	Design a business model for a hypothetical business proposition.	T6
CO3.	Apply iterating technique to refine the Minimum Viable Product(MVP)	T3
CO4.	Evaluate the implication and applicability of digital technologies in the context of venture and customer development.	T5
CO5.	Outline the key activities required to be performed to give a concrete shape to the chosen business model.	T4
CO6.	Determine the cost , revenue & pricing of feasible business plan on the lines of lean business financing	T5

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
<p>Module 1 Entrepreneurship and Social Entrepreneurship Shared Leadership and its importance in an entrepreneurial venture Building a Importance of a co-founder in entrepreneurial venture-hiring team Shared Leadership approach- Leadership roles Creation of Job Description templates. Social Entrepreneurship - difference between Non-profit and Not for Profit-Business- opportunities and challenges.</p>	CO1. Ventures	10	Video on Social Entrepreneurship	Lecture/ Activity	Discussion, Questions & Answers	T4
<p>Module 2 Business Modelling Business Model- Meaning – purpose Designing a Business Model Canvas - blocks of the Business Model Canvas - Interconnectivity - the nine blocks of the Business Model Canvas - First cut of</p>	CO2.	10	Case study to be read	Lecture and Discussions	Case study analysis and discussion	T6

the filled Business Model Canvas to present the Business Model.						
Module 3 - Iterating the MVP Concepts: Iterating the Minimum Viable Product (MVP) at regular intervals -significance of the MVP Board - Analysing the test/experiment results to refine MVP- Process and timing to pivot in order to ensure success for business. Practical Application- Role of MVP Board in iterating the MVP at regular intervals Experiment results to refine the MVP - tracking all iterations	CO3.	10	Video on MVP	Lecture and Interaction	Case study analysis	T3
Module 4 Digital Presence for Ventures and Customer Development Need for building a digital presence- types of digital channels- digital channel reliability to business- Identifying the digital channel that is suitable for business-Creating a social media plan for business. Customer Development - Importance of Customer Acquisition-	CO4.	14	Introductory video on Digital Presence	Lecture and Interaction	Web based assignment	T5

<p>Creation of a Customer Acquisition plan Creating a Customer Relationship -building strong relationships with customers Role of media channels in promotions- Creation of a media planner for venture Role of sales and distribution channels in a product's journey to its customers Designing a distribution strategy for a venture.</p>						
<p>Module 5 Operations Management Key Activities in business- types of Key Activities Key Resources - different categories of Key Resources as per the business type Key Partners in a business- Key Partners/Partnerships that a business can engage with Need to have a formal legal business structure- need for compliance while launching business- compliance norms of the country</p>	CO5.	10	Lecture/ Activity	Lecture and Interaction	Question and Answer	T4
<p>Module 6 Lean Business Financing Estimated costs, revenues, and pricing for determination of business feasibility/ profitability</p>	CO6.	6	Handout on Lean Business Financing	Lecture and Interaction	Case study analysis	T5

Bootstrapping – functioning of a lean business- Sources and uses of funds raised through bootstrapping						
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Continuous Internal Assessment –

- Entrepreneurial Style Quiz / Investor Hunt
- Class test

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.