

OBE based Teaching Lesson Plan 2019-20

Program: BBA (Regular)

Course Name: Entrepreneurship Development

Course Code: M1 15 MC 403

Semester: IV

Lecture hours: 60

Faculty in-charge: Ms Raveena Roy

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Identify the requisite competencies of a successful Entrepreneur in the context of competitive market.	T1
CO2.	Illustrate the procedure involved in entrepreneurial process right from identification of opportunities to development of new venture.	T3
CO3.	Develop a viable Business model in terms of Finance, Marketing, HR, Legal, Social and Technical Aspects of new business venture.	T6
CO4.	Design a Business Plan taking into consideration the Legal issues that integrates Financial, Marketing and Organizational Plan	T6
CO5.	Examine the Financial and Non- Financial Assistance by State and Central Government available for Entrepreneurs.	T4
CO6.	Evaluate the alternative avenues of financing an Entrepreneurial Venture.	T5

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
1.Introduction to Entrepreneurship Evolution of the concept of entrepreneur- Growth of entrepreneurship in India-Role of entrepreneurship in economic development. Types of entrepreneurs - Knowledge	CO1	8	Videos	Lecture and Interaction	Discussion, Questions & Answers	T1

entrepreneur-Social entrepreneur- Women entrepreneur- Profile and problems -Recent trends and development- Entrepreneurial competencies.						
2. Establishment of an enterprise Identification and selection of Business Opportunities- Procedures and Formalities for Starting up a venture -Location -Clearances and permits required - Formalities - Licensing and registration procedures -Types of start-up - Challenges and Pit-falls for a new Start up -Why new Ventures Fail? - Venture Development Stages.	CO2	14	Articles	Lecture and Interaction	Assignment	T3
3. Ownership Structure and Legal Issues Ownership Structure: Sole proprietorship - Partnership -Joint venture - Corporations - Franchising. Challenges facing family owned businesses. Legal Issues Concerning New Ventures: Patents - Copyrights - Trademarks and Bankruptcy.	CO3	7	Videos	Lecture and Interaction	Discussion, Questions & Answers	T6
4. Preparing the Business Plan (BP)	CO4	12	Video -	Presentation,	Assignment	T6

<p>Meaning of Business model, types and purpose. Meaning and Importance of a BP- Scope and value of a BP-Preparing a BP-Format, presenting, writing and a BP-Financial Aspect-Marketing Aspect-HR aspect-Social Aspect-Technical aspect-Evaluation by potential lenders and investors.</p>			<p>Importance of a BP plan.</p>	<p>lecture & discussion</p>		
<p>5. Assistance for Entrepreneurs and Global Opportunities Sources of financial assistance- SFC's, SIDBI, KSIDC, KSSIC, IFCI. Sources of non-financial assistance for entrepreneurs DIC, SISI,EDI, SIDO, AWAKE, TCO, KVIC- Financial incentives and Tax Concessions. International environment - methods of going International - Entering international marketplace -Types of documents required for Export oriented business</p>	<p>CO5</p>	<p>12</p>	<p>Articles</p>	<p>Lecture and Discussion</p>	<p>Assignment</p>	<p>T4</p>
<p>6. Financial Aspects of an enterprise Financial Aspects: Sources of Capital -Personal fund - Debt v/s Equity -Bank Loan -Seed Capital - Venture Capital - Angel investing - Private Equity - Public Funding(case</p>	<p>CO6</p>	<p>7</p>	<p>Case study</p>	<p>Discussions and case studies</p>	<p>Assignment</p>	<p>T5</p>

studies), Business Valuation (concepts only). Financial incentives for SSI's and tax concessions.						
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Continuous Internal Assessment -

- PPT Via ERP - 2nd December,2019
- Assignment via ERP - 3rd week on January ,2020
- Business Plan Presentation- 4th February, 2020

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 and 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

Approved by: