

OBE based Teaching Lesson Plan 2019-20

Program: BCom (Regular)

Course Name: Entrepreneurship Development

Course Code: C1 15 MC 603

Semester: VI

Lecture hours: 60

Faculty in-charge: Dr.P.Muralidharan

Course Module No. & Topics Covered	Course Outcomes				T level		Assessment	T level
	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Competency for to be successful in	Instructional techniques			
1	Identify the prerequisite competency for Entrepreneurship to be competitive market.							
2	Illustrate the procedure involved in entrepreneurial process right from identification of opportunities to development of new venture.					T3		
Module 1: Introduction to Entrepreneurship:			Case study analysis and discussion		Lecture and Interaction		Discussion, Questions & Answers	T1
3	Evolution of Entrepreneurship introduction concept of entrepreneurs, Develop a viable Business model in terms of Financial, Marketing, HR, Legal, Social and Technical Aspects of new business					T6		
4	entrepreneurial enterprise- for growth Entrepreneurship - Design an entrepreneurial plan considering of all legal issues that integrates Financial, Marketing and Organizational Plan.					T6		
5	Characteristics of Entrepreneurship - Women Entrepreneurship - problems and challenges - Utilize and financial and Non financial assistance by institutions both at state and central level, Subsidies and incentives and concessions by Government for starting new venture from time to time.					T3		
6	Competency requirement for entrepreneurs - Develop a business Model of international nature in the context of changing international environment and global trends.					T6		

<p>Module 2: Commencement of a business enterprise: Entrepreneurial Process- Identification and selection of Business Opportunities-Sources of Business idea-Procedures and Formalities for starting up a venture-Location- Clearances and permits required-Formalities- Licensing and registration procedures- Types of startups- Challenges and pitfalls for a new Start up- Why new Ventures fail- Exit Strategy for business-Venture Development stages.</p>	CO2	12	Video on Business Life Cycle.	Lecture /Interaction and PPT	Discussion, Questions & Answers	T3
<p>Module 3: Business Model and Business Plan (BP): Business Models-Meaning, Types and purpose of business models-Need for a BP-nuances of a BP(Financial ,Marketing , HR, Legal, Social and Technical aspects)-Why some BP fail-Evaluation of the plan by potential lenders and Investors</p>	CO3	10	Discussion on strategic plans to attract potential investors and Lenders.	Lecture /Interaction and PPT	Analysis on the various kinds of risks to start a business and ways to tackle them.	T6

<p>Module 4: Elements of Entrepreneurial plan:</p> <p>Financial Plan- Meaning- Sources of Capital – Personal Fund- Bank Loan- Venture Capital- Angel Investing – Crowd Funding- Capital cost estimates of the project- Project operational cost estimates-Methods of cost estimations- Projected income statement - Operating Income statement- Break even Analysis- Business valuation techniques - Use of software packages</p> <p>Marketing Plan- Market research for new venture- Competitive Analysis- Marketing Strategies- Marketing plan- Marketing Mix- Contingency plans</p> <p>Organizational Plan- Legal Forms of business-Single ownership firms- Partnership firms- Joint Stock Company- Co-operative Enterprises—Public sector Enterprises-expansion and diversification strategies-Mergers and acquisitions- Franchising.</p> <p>Legal Issues considerations- Intellectual Property- Patents-Copyrights- Trademarks, Licensing</p>	CO4	12	Discussion on ways to raise funds	Lecture /Video/ Interaction and PPT	Assignment on Companies that sustained and couldn't sustain risk in the market.	T6
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<p>Module 5: Assistance for Entrepreneurs in India: Role of Entrepreneurship for Economic Development -Need and Importance of support functions- Financial and Non-financial support- NSIC, SIDC, SFC'S, SIDBI, IFCI, SISI, DIC. Government Incentives, subsidies and Policies and various Tax Concessions</p>	CO5	12	Discussion on Financial Budget and the benefits given to Entrepreneurs.	Lecture /Interaction and PPT	Evaluation through MCQ's and Descriptive test.	T3
<p>Module – 6: Global Opportunities: International environment- Methods of going International- Problems in International trade- Protectionism- Trade blocks- How WTO helps in entrepreneurship- Changing international environment- Global trends.</p>	CO6	6	Discussion on Global Opportunities for Entrepreneurs.	Lecture /Interaction and PPT	Discussion on the initiatives taken by WTO to encourage Entrepreneurship.	T6

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Continuous Internal Assessment –

SI No	Nature of CIA Evaluation	Probable dates
1	Online assignment on Drafting a Business Plan and its practical implication along with legal procedures on drafting the documents required etc through ERP (in group of 3).	02.12.2019 to 08.12.2019
2	Power point presentation on Success and Failure of Entrepreneurs(It can either be about an Entrepreneur who first failed and then succeeded or who first saw success but later failed)– Group assignment.	19.02.2020 to 23.02.2020

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, Thomas South Western Publications.
- Dr.Sudhir Sharma, Balraj Singh & Sandeep Singhal: Entrepreneurship Development, Wisdom Publications, New Delhi
- Mark J Dollinger: Entrepreneurship, Strategies and Resources, Pearson Edition.

Approved by: