

ST. JOSEPH'S COLLEGE OF COMMERCE (AUTONOMOUS)
OBE Based Teaching Lesson Plan
2020-21- Even Semester

Program: BCom (Regular)

Course Name: Entrepreneurship Development

Course Code: C1 15 MC 603

Semester: VI

Lecture hours: 45

Faculty in-charge: Natya Bopanna

Course Outcome No.	Course Outcomes	T level Indicator
1	Identify the requisite competency for Entrepreneurship to be successful in competitive market.	T1
2	Illustrate the procedure involved in entrepreneurial process right from identification of opportunities to development of new venture.	T3
3	Develop a viable Business model in terms of Financial, Marketing, HR, Legal, Social and Technical Aspects of new business venture	T6
4	Design an entrepreneurial plan considering of all Legal issues that integrates Financial, Marketing and Organizational Plan.	T6
5	Utilize 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	Develop a business Model of international in nature in the context of changing international environment and global trends.	T6

--	--	--

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
Module 1: Introduction to Entrepreneurship: Evolution of Entrepreneurship – introduction to the concept of entrepreneurs, entrepreneurship and enterprise- Reasons for growth of Entrepreneurship - Characteristics and classification of Entrepreneurs- Intrapreneurs- Women Entrepreneurs- problems and challenges- Competency requirement for entrepreneurs	CO1	08	Case study analysis and discussion	Lecture and Interaction along with PPT on MS Teams	Discussion, Questions & Answers	T1
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-	CO2	12	Video on Business Life Cycle.	Lecture /Interaction and PPT on MS Teams.	Discussion, Questions & Answers	T3

Location- Clearances and permits required- Formalities- Licensing and registration procedures- Types of start-ups- Challenges and pitfalls for a new Start up- Why new Ventures fail- Exit Strategy for business- Venture Development stages.						
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	CO3	10	Discussion on strategic plans to attract potential investors and Lenders.	Lecture /Interaction and PPT on MS Teams.	Analysis on the various kinds of risks to start a business and ways to tackle them.	T6
Module 4: Elements of Entrepreneurial plan: 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-	CO4	12	Discussion on ways to raise funds to start a business.	Lecture /Video/ Interaction and PPT on MS Teams.	Assignment on Companies that sustained and couldn't sustain risk in the market.	T6

<p>Break even Analysis- Business valuation techniques - Use of software packages Marketing Plan- Market research for new venture- Competitive Analysis- Marketing Strategies- Marketing plan- Marketing Mix- Contingency plans 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. Legal Issues considerations- Intellectual Property- Patents-Copyrights- Trademarks, Licensing</p>						
<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</p>	CO5	12	Discussion on Financial Budget and the benefits given to Entrepreneurs.	Lecture /Interaction and PPT on MS Teams.	Evaluation through MCQ's and Descriptive test.	T3

Incentives, subsidies and Policies and various Tax Concessions						
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.	CO6	6	Discussion on Global Opportunities for Entrepreneurs.	Lecture /Interaction and PPT on MS Teams.	Discussion on the initiatives taken by WTO to encourage Entrepreneurship.	T6

Continuous Internal Assessment –

SI No	Nature of CIA Evaluation	Tentative dates
CIA1	Online representation of charts and power point presentation on the benefits to Entrepreneurs in India and Businesses in India from the financial budget of past 10 years and Short term, Medium term and Long term Plans benefits of Neeti Aayog– Group assignment on MS Teams.	01.2.2021 to 12.1.2021
CIA2	Online assignment on Drafting a Business Plan (2-5 pages) and its practical implication along with legal procedures on drafting the documents required, to be submitted on MS Teams	01.3.2021 to 06.3.2021
CIA3	MCQ test on various modules on MS Teams through forms.	5.04.2021 to 10.04.2021

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.
- S.S Khanka: Entrepreneurial Development: S.Chand and company Ltd, New Delhi.

Approved by: