

# Teaching Lesson Plan

## Semester-IV

### MJ 8: ENTREPRENEURSHIP DEVELOPMENT

Lecture hours: 60

**OBJECTIVES:** To equip the learners to entrepreneurship so that they are inspired to look at entrepreneurship as a viable, lucrative, and preferred option of professional life.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
<b>Unit-I</b>	<b>Introduction</b>	<b>12Hrs</b>		
	<ol style="list-style-type: none"> <li>1. Meaning, elements, determinants and importance of entrepreneurship and creative Behaviour; Entrepreneurship and creative response to the society' problems and at work.</li> <li>2. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social Entrepreneurship.</li> </ol>	12	PPT, Illustrations	Q & A, Assignments
<b>Unit-II</b>	<b>Entrepreneurship in India</b>	<b>12Hrs</b>		
	<ol style="list-style-type: none"> <li>1. Concept of business houses and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations.</li> <li>2. Conflict in family business and its resolution.</li> <li>3. Initiatives of Government of India to promote entrepreneurship - Start Up India, Stand Up India, Make in India, etc.</li> </ol>	12	PPT, Illustrations	CIA
<b>Unit-III</b>	<b>Entrepreneurship Ecosystem</b>	<b>12Hrs</b>		
	<ol style="list-style-type: none"> <li>1. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation.</li> <li>2. Role of government, Institutions, industries/entrepreneur's associations &amp; selfhelp groups.</li> <li>3. Concept, role and functions of business incubators, angel investors, venture capital, start-up finance and private equity fund.</li> </ol>	12	PPT, Illustrations	Q & A, Assignments
<b>Unit-IV</b>	<b>Sources of business ideas and tests of feasibility</b>	<b>12Hrs</b>		
	<ol style="list-style-type: none"> <li>1. Significance of writing the business plan/ project proposal including feasibility analysis; Contents of business plan/ project proposal.</li> </ol>	12	PPT, Illustrations	Q & A, Assignments

	2. Designing business processes, location, layout, operation, planning & control. 3. Preparation of project report (various aspects of the project report such as size of investment, nature of product, sourcing of material, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/nonfinancial institutions.			
<b>Unit-V</b>	<b>Mobilizing Resources</b>	<b>12Hrs</b>		
	Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems.	12	PPT, Illustrations	Q & A, Assignments

**Reference Books:**

1. Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Mumbai: Himalaya Publishing House.
2. Dollinger, M. J. (2008). Entrepreneurship: Strategies and Resources. New Jersey: Prentice Hall.
3. Hisrich, R., Peters, M., & Shepherd, D. (2017). Entrepreneurship. New York: McGraw Hill Education.
4. Rao, T. V., & Kuratko, D. F. (2012). Entrepreneurship: A South Asian Perspective. Boston: Cengage Learning.
5. Yadav, V, & Goyal, P. (2015). User innovation and entrepreneurship: case studies from rural India. Journal of Entrepreneurship & Innovation

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