

Teaching Lesson Plan

MDC/MNV

ENTREPRENEURSHIP (MNV)-C

Lecture hours: 45

OBJECTIVES: To learn the competency required for entrepreneurs

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	Introduction to Entrepreneurship	12Hrs		
	Entrepreneurship: Introduction to Entrepreneur, Entrepreneurship, and Enterprise, Importance and Relevance of the Entrepreneur, Factors influencing entrepreneurship, Pros and Cons of being an Entrepreneur, Women Entrepreneurs, problems and Promotion, Types of Entrepreneurs, Characteristics of a successful entrepreneur, Competency requirement for entrepreneurs, Awareness of self competency and its development	12	PPT, Illustrations	Q & A, Assignments
Unit-II	Small Scale Industries	12Hrs		
	Small Scale Industries, Small scale industries/ Tiny industries/Ancillary industries/ Cottage Industries, definition, meaning, product range, capital investment, ownership patterns, Importance and role played by SSI in the development of the Indian economy, Problems faced by SSI-s and the steps taken to solve the problems, Policies governing SSI-s.	12	PPT, Illustrations	CIA
Unit-III	Business venture	12Hrs		
	opportunities, evaluating alternatives, and selecting based on personal competencies., An overview of the steps involved in starting a business venture, location, clearances, and permits required, formalities, licensing and registration procedures, and Assessment of the market for the proposed project. To understand the importance of the financial, technical, and social feasibility of the project.	12	PPT, Illustrations	Q & A, Assignments
Unit-IV	Preparing the Business Plan	12Hrs		
	Preparing the Business Plan (BP), Typical BP format- Financial aspects of the BP- Marketing aspects of the BP- Human Resource aspects of the BP- Technical aspects of the BP- Social aspects of the BP, Preparation of BP, Common pitfalls to be avoided in preparation of a BP	12	PPT, Illustrations	Q & A, Assignments
Unit-V	Implementation of the project	6Hrs		
	Unit:5 Implementation of the project Implementation of the project, Financial assistance through SFC-s,	6	PPT, Illustrations	Q & A, Assignments

	SIDBI, Commercial Banks, KSIDC, KSSIC, IFCI, Non-financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC, Financial incentives for SSI-s, and Tax Concessions, Assistance for obtaining raw material, machinery, land and building and technical assistance, Industrial estates, V role and types			
Unit-VI	Contemporary issues	6Hrs		
	Expert lectures and seminars	6	PPT, Illustrations	Q & A, Assignments

Reference Books:

1. Mark. J. Dollinger, Entrepreneurship -V Strategies and Resources, Pearson Edition.
2. Udai Pareek and T.V. Rao, Developing Entrepreneurship
3. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
4. Srivastava, A Practical Guide to Industrial Entrepreneurs
5. Government of India, Report of the committee on Development of small and medium entrepreneurs, 1975

Prepared by Department