

ST. JOSEPH'S FIRST GRADE COLLEGE, HASSAN
(Affiliated to the University of Mysore)

LESSON PLAN 2018-2019
ENTREPRENEURSHIP DEVELOPMENT (4 Hours per week)
CLASS: VI SEM BCOM
TOTAL: 57 Hrs

Prepared by:

Gunith N S

Objectives of the Subject: *To enrich the knowledge regarding Entrepreneurship*

9

UNIT/ SESSION/ HOURS (TIME REQUIRED)	TOPICS FOR STUDENT PREPARATION (INPUT)	PROCEDURE (PROCESS)	LEARNING OUTCOME (OUTPUT)	ASSESSMENT
MODULE 1: Introduction 9 Hrs.	Meaning, definition of Entrepreneur, Enterprise, Entrepreneurship, Characteristics of successful entrepreneur, Functions, Role of entrepreneur in economic development, Women entrepreneur, Rural entrepreneur, Agricultural entrepreneur-meaning and challenges.	Lecture Discussion Case Study Analysis.	To get the brief knowledge of entrepreneur and their role in economic development.	Concept based case building, Descriptive Test
	1 st UNIT TEST			
MODULE 2: Entrepreneurship development program 15 Hrs.	Entrepreneurship development program (EDP), meaning, objective, importance, institutions doing EDP in India, DIC, CEDOCK, SSI, NSIC, EDII, AWAKE, KVIC, RUDSET, Industrial estate-Meaning and importance	Lecture Discussion Case Study Analysis.	To know about the various entrepreneurship development programs in India	Concept based Case building, Descriptive Test

	2 nd UNIT TEST			
MODULE 3: Financing of small business 11 Hrs.	Financing of small business in India, institutional and non-institutional assistance-SFCs, banks, SIDBI, NBFC-meaning and schemes; venture capital, bills discounting, factoring, state and central government subsidies and incentives for SSI(existing)-recent industrial policy(2011), PM MUDRA yojana- meaning, objectives, procedures for obtaining loan under MUDRA.	Lecture Discussion Case Study Analysis.	To know about small business in India and various government subsidies and incentives	Concept based case building, Descriptive Test
	3 rd Unit test			
MODULE 4: Setting up of new business 11 Hrs.	Setting up of new business, forms for small business- small proprietorship, partnership, private company, cooperative society-meaning and nature, project formulation, project report-meaning, importance, general format of project report, project appraisal- financial, technical marketing, social feasibility study, obtaining license, clearance certificate, registration procedure	Lecture Discussion Case Study Analysis.	To know how to set new business and steps involved in setting up new business	Concept based case building, Descriptive Test
	4 th UNIT TEST			
MODULE 5: Business ethics & self- employment 11 Hrs.	Business ethics-meaning, ethics in business, importance, various social responsibility of an entrepreneur towards customers, suppliers, government and society, self-employment-recent trends in the areas of self employment-event management-meaning and areas of business in event management(party organizing , catering, wedding plan and	Lecture Discussion Case Study Analysis.	To learn about ethics in business, various social responsibilities and self employment and forms of self employment	Concept based case building, Descriptive Test

	corporate event plan) tourism-meaning, tourism products, E-marketing as self employment opportunity.			
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MODULE WISE LESSON PLAN

HOUR WISE LESSON PLAN

Subject: ENTREPRENEURSHIP DEVELOPMENT

57 Hrs

<i>Sl. No.</i>	<i>Unit & Objectives</i>	<i>No. of LH</i>	<i>Methodology/ Instructional Techniques</i>	<i>Evaluation</i>
Module 1.	Introduction	9		Question & Answer, Tests
1.	Meaning, definition of Entrepreneur, Enterprise, Entrepreneurship	2	Lecture and Illustrations.	
2.	Characteristics of successful entrepreneur, Functions	2	Lecture and Illustrations.	
3.	Role of entrepreneur in economic development	2	Lecture and Illustrations.	
4.	Women entrepreneur, Rural entrepreneur, Agricultural entrepreneur-meaning and challenges.	2	Lecture and Illustrations.	
5.	Revision/ Repetition of cases/ Cases/ Examples	1	Lecture and Illustrations.	
	1 st UNIT TEST			
Module 2.	Entrepreneurship development program	15		Question & Answer, Tests
1.	Entrepreneurship development program(EDP), meaning, objective, importance,	2	Lecture and Illustrations.	
2.	Institutions doing EDP in India, DIC, CEDOCK, SSI, NSIC, EDII, AWAKE,KVIC,RUDSET, Industrial estate-Meaning and importance	12	Lecture and Illustrations.	
	2 nd UNIT TEST	1		
Module 3.	Financing of small business in India	11		Question & Answer, Tests

1.	Financing of small business in India	1	Lecture and Illustrations.	
2.	Institutional and non-institutional assistance-SFCs, banks, SIDBI, NBFC-meaning and schemes	2	Lecture and Illustrations.	
3.	venture capital, bills discounting, factoring	2	Lecture and Illustrations.	
4.	State and central government subsidies and incentives forSSI(existing)- Recent industrial policy(2011)	3		
5.	PM MUDRA yojana- meaning, objectives, procedures for obtaining loan under MUDRA	2		
6.	Revision/ Repetition of cases/ Cases/ Examples	1	Lecture and Illustrations.	
	3 rd UNIT TEST			
Module 4.	Setting up of new business	11		Question & Answer, Tests
1.	Setting up of new business, forms for small business- small proprietorship, partnership, private company, cooperative society-meaning and nature	3	Lecture and Illustrations.	
.	Project formulation, project report-meaning, importance, general format of project report	3	Lecture and Illustrations.	
3.	Project appraisal- financial, technical marketing, social feasibility study, obtaining license, clearance certificate, registration procedure	4		
4.	Revision/Repetition of cases/ Examples	1	Questions/ Viva	
	4 th UNIT TEST			
Module 5.	Business ethics and Self employment	11		Question & Answer, Tests
1.	Business ethics-meaning, ethics in business, importance,	1	Lecture and Illustrations.	
2.	Various social responsibility of an entrepreneur towards customers, suppliers, government and society	3	Lecture and Illustrations.	
3.	Self-employment-recent trends in the areas of self employment-event management-meaning and areas of business in event management(party organizing , catering, wedding plan and corporate event plan) tourism-meaning, tourism products, E-marketing as self employment opportunity	6	Lecture and Illustrations.	

4.	Revision	1	Lecture and Illustrations.	
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References:

1. Entrepreneurship And Small Business Management- C B Guptha And S S Khanka
2. Entrepreneurship Development – C B Guptha And Srinivasan
3. Entrepreneurship development development –Shankaraiah
4. Entrepreneurship development-S S Khanka
5. Management of small scale business and entrepreneurship- Vasantha Desai.

Thanking You,

Yours Faithfully,

Gunith N S

