



**Bharati College**  
 (University of Delhi)  
 Janak Puri, Delhi- 100058  
[www.bharaticollege.du.ac.in](http://www.bharaticollege.du.ac.in)

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**Lesson Plan (SEC CORE, Semester VI, July to November 2022)**

Name of Teacher	Ms. Chitrangda	Department	Commerce
Course	B.com (SEC)	Semester	VI
Paper	Entrepreneurship Development (52413503)	Academic Year	2022-2023
<b>Learning Objectives</b>			
The aim of this paper is to make students aware of the concept, need and relevance of entrepreneurship in the contemporary Indian society and further create a desire among the students towards entrepreneurial orientation and see it as an alternative career options.			
<b>Learning Outcomes</b>			
After completing the course, the student shall be able to:			
<ul style="list-style-type: none"> <li>understand the concept of entrepreneurship in the context of Indian economic scenario.</li> <li>link the individual's capability and strength as a guiding factor towards entrepreneurial orientation and their commitment to act as an agent of social change through entrepreneurial participation.</li> <li>understand entrepreneurial process for initiating new venture creation.</li> <li>understand social support system for garnering strength towards entrepreneurial preferences.</li> <li>understand various dimensions of managing a business enterprise once it is formed.</li> </ul>			
<b>Lesson Plan</b>			
Week No.	Theme/Curriculum	Any Additional Information	

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1-3	<ul style="list-style-type: none"> <li>Unit I: Introduction Entrepreneurship- concept, functions, need and its relevance in Indian society; Pros and cons of entrepreneurship; Entrepreneurship as a creative response to society's problem; Dimensions of entrepreneurship- intrapreneurship, social entrepreneurship; Entrepreneurship and new challenges of globalization.</li> </ul>	<ul style="list-style-type: none"> <li>Test</li> <li>Case studies</li> </ul>
4-6	<ul style="list-style-type: none"> <li>Unit II: Individual and Entrepreneurship Entrepreneurial competencies; Individual risk behavior and propensity for entrepreneurship; Family and social support for entrepreneurship; Entrepreneurial values; Attitudes and motivation; Family business in India- role and contribution towards growth of entrepreneurship; Entrepreneurial rewards system.</li> </ul>	<ul style="list-style-type: none"> <li>Test</li> <li>Power point presentations</li> <li>Case studies</li> </ul>
7-9	<ul style="list-style-type: none"> <li>Unit III: Entrepreneurial Process Generation of business ideas; Opportunity sensing and identification; Test of feasibility of business ideas; Developing a business proposal, contents of a business plan/project report; Project appraisal by external agencies.</li> </ul>	<ul style="list-style-type: none"> <li>Test</li> <li>Business plan samples discussed</li> </ul>
10-12	<ul style="list-style-type: none"> <li>Unit IV: Entrepreneurial Eco-System Socio-economic support system for entrepreneurial orientation; Public and private support system; Institutional support system-financial, marketing, technological and managerial; Social organisations-trade and industry associations, self-help groups; Business incubators, angel investors, venture capital, prototype centres, private equity funds; Start-ups and success stories; Startup Action Plan; Make in India initiative.</li> </ul>	<ul style="list-style-type: none"> <li>Test</li> </ul>
13-15	<ul style="list-style-type: none"> <li>Unit V: Managerial Aspects of Business Managing finance; Understanding capital structure; Understanding organisation structure and management of human resources of a new enterprise; Understanding of marketing mix; Management of assets (cash management); Relationship management; Cost management.</li> </ul>	<ul style="list-style-type: none"> <li>Power point presentations</li> </ul>

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[Understanding family business management.](#)

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References

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- [Brandt, S. C. Entrepreneurship: The Ten Commandments for Building a Growth company. MacMillan Business Books.](#)
- [Dollinger, M. J. Entrepreneurship: Strategies and Resources. Illinois: Irwin.](#)
- [Holt, D. H. Entrepreneurship: New Venture Creation. New Delhi: Prentice Hall of India.](#)
- [Panda, S. C. Entrepreneurship Development. New Delhi: Anmol Publications.](#)
- [Taneja, S., & Gupta, S. L. Entrepreneurship Development-New Venture creation. New Delhi: Galgotia Publishing House.](#)
- [Vasper, K. H. New Venture Strategies \(Revised Edition ed.\). New Jersey: PrenticeHall.](#)

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Additional Resources

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**Online Resources (If Any)**

**Assignment and Class Test Schedule for Semester**

Link the assignment and Test (optional)

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