Bharati College

**(University of Delhi)**

Janak Puri, Delhi- 100058

[www.bharaticollege.du.ac.](http://www.bharaticollege.du.ac.)in

Lesson Plan (CORE, Semester VI, Jan to June 2023)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name of Teacher** | Prof. Harikishni | | **Department** | | Commerce |
| **Course** | B.COM | | **Semester** | | VI |
| **Paper** | Entrepreneurship Development | | **Academic Year** | | 2022-23 |
| **Learning Objectives** | | | | | |
| 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. | | | | | |
| **Learning Outcomes** | | | | | |
| After completing the course, the student shall be able to:   * CO1: understand the concept of entrepreneurship in the context of Indian economic scenario. * CO2: link the entrepreneurial orientation and their commitment to act as an agent of social change through entrepreneurial participation. * CO3: understand entrepreneurial process for initiating new venture creation. * CO4: understand social support system for garnering strength towards entrepreneurial preferences. * CO5: understand various dimensions of managing a business enterprise once it is formed. | | | | | |
| **Lesson Plan** | | | | | |
| **Week No.** | | **Theme/Curriculum** | | **Any Additional Information** | |
| 1-3 | | * Entrepreneurship- concept, functions, need and its relevance in Indian society; Pros and * cons of entrepreneurship; Entrepreneurship as a creative response to society’s problems; Dimensions of entrepreneurship- intrapreneurship, social entrepreneurship; Entrepreneurship and new challenges of globalization. | |  | |
| 4-7 | | * 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. | |  | |
| 8-10 | | * 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. (Students should be taught to prepare a * business plan of their choice based on the framework of opportunity sensing and * identification techniques). | |  | |
| 11-13 | | * 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. | |  | |
| 14-15 | | * Managing finance; Understanding capital structure; Understanding organisation structure * and management of human resources of a new enterprise; Understanding of marketingmix; * Management of assets (cash management); Relationship management; Cost * management; Understanding family business management. | |  | |
| **References**   * **Brandt, S. C. Entrepreneuring: 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: Prentice-** * **Hall.**   **Additional Resources**  1. | | | | | |
| **Online Resources (If Any)** | | Google Scholar  You Tube  Google | | | |
| **Assignment and Class Test Schedule for Semester** | | Link the assignment and Test (optional) | | | |