

**Name of Faculty : Ms. Shivani Gulati**

**Discipline : Management**

**Semester : 4th Semester**

**Subject : Entrepreneurship development (BBA-308)**

**Lesson Plan Duration : 13 weeks (January 2018 to April 2018)**

**Work Load (Lecture/Practical) per week (in hours): Lectures-6, Practical-NA**

**Unit 1:Who is an entrepreneur?(5 Lectures)**

Week 1	Day of completion	Topic
	Day 1	<ul style="list-style-type: none"> <li>• Meaning of entrepreneur, Characteristics of entrepreneur, Behavioral pattern of entrepreneur, Difference b/w entrepreneurship &amp; intrapreneurship</li> </ul>
	Day 2	<ul style="list-style-type: none"> <li>• Requisite Of success in business, Functions, Benefits &amp; Drawbacks, Classification of Entrepreneurs</li> </ul>
	Day 3	<ul style="list-style-type: none"> <li>• Key Terms:</li> <li>• Drone Entrepreneur</li> <li>• Idea Generator</li> <li>• First Generation Entrepreneur               <ul style="list-style-type: none"> <li>○ Achiever</li> <li>○ Assignment: IITians and MBAs these days have started venturing into their own business leaving the tempting packages.What do you think drives them towards entrepreneurship?</li> </ul> </li> </ul>
	Day 4	<ul style="list-style-type: none"> <li>• <b>Case Study:</b>Entrepreneurs who turned hobbies into million dollar businesses               <ul style="list-style-type: none"> <li>○ <b>Source:</b> <a href="http://www.entrepreneurmag.co.za/advice/success-stories/case-studies/entrepreneurs-who-turned-hobbies-into-million-dollar-businesses/">http://www.entrepreneurmag.co.za/advice/success-stories/case-studies/entrepreneurs-who-turned-hobbies-into-million-dollar-businesses/</a></li> </ul> </li> </ul>
	Day 5	<ul style="list-style-type: none"> <li>• <b>Video case:</b></li> <li>• (a)How to Be an Entrepreneur?</li> <li>• <b>Source:</b> <a href="http://www.youtube.com/watch?v=0JaPaeFYE5U">http://www.youtube.com/watch?v=0JaPaeFYE5U</a></li> <li>• (b)Steve Jobs Lost Interview 1990 - A must watch for any entrepreneur</li> <li>• <b>Source:</b> <a href="http://www.youtube.com/watch?v=2nMD6sjAe8I">http://www.youtube.com/watch?v=2nMD6sjAe8I</a></li> </ul>

**Unit 2: Entrepreneurship (4 Lectures)**

Week 2	Day of completion	Topic
	Day 1	<ul style="list-style-type: none"> <li>• Definition, Features, Factors influencing emergence of entrepreneurship, Phases of entrepreneurship development</li> </ul>

	Day 2	<ul style="list-style-type: none"> <li>○ Entrepreneurship and economic growth, Barriers to entrepreneurship</li> </ul>
	Day 3	<ul style="list-style-type: none"> <li>● Theories of Entrepreneurship</li> <li>● Psychological Theory</li> <li>● Sociological Theory</li> <li>● Anthropological Theory</li> <li>● Economic theory</li> <li>● X efficiency theory</li> <li>● Theory of High achievement</li> <li>● Theory of change</li> <li>● Theory of profit</li> <li>● Theory of social change</li> <li>● Maslow's need hierarchy theory <ul style="list-style-type: none"> <li>○ Alderfer's ERG theory</li> </ul> </li> </ul>
	Day 4	<ul style="list-style-type: none"> <li>● Model of entrepreneurship, Key terms:</li> <li>● PSPD model</li> <li>● Manager's opportunity matrix</li> <li>● Innovation centre</li> <li>● Entrepreneurial management</li> </ul>
	Day 5	<ul style="list-style-type: none"> <li>● Assignment: Look out into your vicinity and find out any five people who have been successful in their entrepreneurial ventures</li> <li>● <b>Case Study:</b> " Learning From Failure"</li> <li>● <b>Source:</b> <a href="http://timreview.ca/article/447">http://timreview.ca/article/447</a></li> </ul>
	Day 6	<ul style="list-style-type: none"> <li>○ MCQ</li> </ul>

**Unit 3: Environmental factors affecting success of new enterprises (4 Lectures)**

Week 3	Day of completion	Topic
	Day 1	<ul style="list-style-type: none"> <li>● Meaning, Entrepreneurship &amp; environment</li> </ul>
	Day 2	<ul style="list-style-type: none"> <li>● Key terms</li> <li>● Locational mobility</li> <li>● Entrepreneurial urge</li> <li>● Sub optimal growth</li> <li>● Infrastructural network</li> <li>● Assignment: How do you rate Haryana in comparison to Gujarat in terms of entrepreneurial environment offered in the two states. Cite with examples</li> </ul>
	Day 3	<ul style="list-style-type: none"> <li>● <b>Case study:</b> Deliverychef lets you choose from menus of 600 restaurants!</li> <li>● <b>Source:</b> <a href="file:///C:/Users/HP/AppData/Local/Temp/Rar\$EX00.457/cases/2.htm">file:///C:/Users/HP/AppData/Local/Temp/Rar\$EX00.457/cases/2.htm</a></li> </ul>
	Day 4	<ul style="list-style-type: none"> <li>● <b>Video case:</b> Story of two young entrepreneurs from India</li> <li>● <b>Source:</b> <a href="http://www.youtube.com/watch?v=9lir5WO_pUI">http://www.youtube.com/watch?v=9lir5WO_pUI</a></li> </ul>

**Unit4: Stages in entrepreneurial process & Reasons for failure and visible problem of business  
(5 Lectures)**

Week 4	Day of completion	Topic
	Day 1	<ul style="list-style-type: none"> <li>• Internal Problem, External Problem</li> </ul>
	Day 2	<ul style="list-style-type: none"> <li>• Reason for failure of enterprises, Stages in entrepreneurial process</li> </ul> <p>Source: <a href="http://www.bdinstitute.com/entprocessP2.shtml">http://www.bdinstitute.com/entprocessP2.shtml</a>  <a href="http://sbaer.uca.edu/publications/entrepreneurship/pdf/01.pdf">http://sbaer.uca.edu/publications/entrepreneurship/pdf/01.pdf</a></p>
	Day 3	<ul style="list-style-type: none"> <li>• Key terms: <ul style="list-style-type: none"> <li>✓ Teething troubles</li> <li>✓ Vertical and horizontal integration</li> </ul> </li> </ul> <p>Incipient sickness</p> <ul style="list-style-type: none"> <li>• Assignment: Find out the reasons for failure of “Yo Bikes” in India?</li> </ul>
	Day 4	<ul style="list-style-type: none"> <li>• Case Study: “Big Boys of Soft Toys”</li> </ul> <p>Source: <i>Taneja Satish, “Entrepreneur Development”</i></p>
	Day 5	<p><b>Video case:</b> How Failure Builds Entrepreneur Backbone - Julie Hession</p> <p>Source: <a href="http://www.youtube.com/watch?v=O4C9HKi43Eo">http://www.youtube.com/watch?v=O4C9HKi43Eo</a> Source: <a href="http://www.youtube.com/watch?v=O4C9HKi43Eo">http://www.youtube.com/watch?v=O4C9HKi43Eo</a></p>

**Unit 5: Business Planning Process (5 lectures)**

Week 5	Day of completion	Topic
	Day 1	<ul style="list-style-type: none"> <li>• Meaning of business plan, Process of business plan, Advantages of business planning</li> </ul>
	Day 2	<ul style="list-style-type: none"> <li>• Meaning of marketing plan</li> </ul>
	Day 3	<ul style="list-style-type: none"> <li>• Key words: <ul style="list-style-type: none"> <li>• Elevator pitch</li> <li>• SWOT analysis</li> <li>• Viral Marketing</li> </ul> </li> <li>• Assignment: What according to you has been the business plan of Starbucks in India?</li> </ul>
	Day 4	<ul style="list-style-type: none"> <li>• <b>Case Study:</b> Dusting off the competition(Renault Duster)</li> <li>• <b>Source:</b> <a href="http://businesstoday.intoday.in/story/case-study-renault-duster-success-story/1/199321.html">http://businesstoday.intoday.in/story/case-study-renault-duster-success-story/1/199321.html</a></li> </ul>
	Day 5	<ul style="list-style-type: none"> <li>• <b>Video case:</b> Every Entrepreneur needs to watch Tyler Perry's success story</li> <li>• <b>Source:</b> <a href="http://www.youtube.com/watch?v=xhiu17u1P7w">http://www.youtube.com/watch?v=xhiu17u1P7w</a></li> </ul>

**Unit 6 . Business Creation(7 Lectures)**

Week 6	Day of completion	Topic
	Day 1	<ul style="list-style-type: none"> <li>• Introduction-Business creation, Procedure to start your own venture</li> </ul>
	Day 2	<ul style="list-style-type: none"> <li>• Methods to expand your own business</li> </ul>

	Day 3	<ul style="list-style-type: none"> <li>• Incentives under licensing regulations, Incentives for development in backward areas</li> </ul>
	Day 4	<ul style="list-style-type: none"> <li>• Types of Subsidy</li> </ul>
	Day 5	<ul style="list-style-type: none"> <li>• Key terms:</li> <li>• Business ethics</li> <li>• Micro v/s Small v/s Medium</li> <li>• Network marketing</li> <li>• Business v/s Profession v/s Employment <ul style="list-style-type: none"> <li>○ Assignment: If you have the necessary funds available with you what kind of business would you like to create and why?</li> <li>○ MCQ</li> </ul> </li> </ul>
	Day 6	<ul style="list-style-type: none"> <li>• <b>Case study:</b> How One Man Saved the Family Furniture Business, Then Built a Wildly Successful Online Fitness Company</li> <li>• <b>Source:</b> <a href="http://www.copyblogger.com/ryan-masters-case-study/">http://www.copyblogger.com/ryan-masters-case-study/</a></li> </ul>
Week 7	Day 1	<ul style="list-style-type: none"> <li>• <b>Video case:</b> Young entrepreneurs-NDTV INDIA SALAAM ZINDAGI</li> <li>• <b>Source:</b> <a href="http://www.youtube.com/watch?v=yXsx7STftaY">http://www.youtube.com/watch?v=yXsx7STftaY</a></li> </ul>

**Unit 7.Managing growth in a business (5 Lecture)**

Week 7	Day of completion	Topic
	Day 2.	<ul style="list-style-type: none"> <li>• Meaning of franchising, Advantages, Disadvantages</li> </ul>
	Day 3	Joint ventures, Acquisitions and mergers
	Day 4	<ul style="list-style-type: none"> <li>• Key terms:</li> <li>✓ Sub contracting</li> <li>✓ Diversification</li> <li>✓ Conglomerate</li> <li>✓ Integration</li> <li>✓ Concentric</li> <li>• Assignment:What is the latest joint venture in automotive sector ? Critically evaluate it.</li> <li>• MCQ</li> </ul>
	Day 5	<ul style="list-style-type: none"> <li>• <b>Case Study: JUBILANT VOYAGE OF FOOD BRANDS</b></li> <li>• <b>Source:</b> <a href="http://www.franchiseindia.com/articles/franchise-insights/case-studies/Jubilant-voyage-of-food-brands-500/#.UtbOOtIW2qc">http://www.franchiseindia.com/articles/franchise-insights/case-studies/Jubilant-voyage-of-food-brands-500/#.UtbOOtIW2qc</a></li> </ul>

**Unit 8: Entrepreneurship Development Programs(6 Lecture)**

Week 8	Day of completion	Topic
	Day 6	<ul style="list-style-type: none"> <li>• Introduction, Concept &amp; Need, Special agencies &amp; Schemes, Objectives</li> </ul>
	Day 1	<ul style="list-style-type: none"> <li>• Phases involved in EDP</li> <li>✓ Pre Training</li> <li>✓ Training</li> </ul>

		<ul style="list-style-type: none"> <li>● Post Training,</li> <li>● Problems in institutional framework, ED Cycle</li> <li>✓ Stimulatory</li> <li>✓ Support</li> <li>✓ Sustaining</li> <li>● Socio- Economic Role</li> </ul>
	Day 2	Types of EDP's, Evaluating development programs, Strategies
	Day 3	<ul style="list-style-type: none"> <li>● Key terms</li> <li>✓ Entrepreneurial performance</li> <li>✓ Gestation period</li> <li>✓ Entrepreneurial development cycle</li> <li>✓ Entrepreneurial discipline</li> <li>● Assignment: Do you think EDPs help to create successful entrepreneurs? Can you give some examples where entrepreneurs rose to fame without any kind of EDP?</li> </ul>
	Day 5	<ul style="list-style-type: none"> <li>● <b>Case Study:</b> A ride to success</li> <li>● <b>Source:</b> <a href="http://www.franchiseindia.com/articles/franchise-insights/case-studies/A-ride-to-success-338/#.UtbOW9IW2qc">http://www.franchiseindia.com/articles/franchise-insights/case-studies/A-ride-to-success-338/#.UtbOW9IW2qc</a></li> </ul>

#### **Unit 9: Role of govt. & Promotional agencies (5Lecture)**

Week 10	Day of completion	Topic
	Day 6.	<ul style="list-style-type: none"> <li>● Introduction, Reason for support given by Govt. agencies, Benefit given, Role of govt. &amp; Promotional agencies</li> </ul>
	Day 1	<ul style="list-style-type: none"> <li>● National Policies for small business development, . Incentive for marketing development, Availability of industrial estates</li> </ul>
<b>Week 11</b>	Day 2	<ul style="list-style-type: none"> <li>● SEZ's, Employment oriented measures, Promotional schemes, Long and short questions.</li> </ul>
	Day 3	<ul style="list-style-type: none"> <li>● . Key terms:</li> <li>● Industrial Development Act</li> <li>● Factories Act 1948</li> <li>● Industrial Employment Act 1946</li> <li>● Income Tax Act</li> <li>● Assignment: What are the latest steps taken by the central govt to boost industry?</li> <li>● MCQ</li> </ul>
	Day 4	<p><b>Case Study:</b> SEZ in India: Are these enclaves efficient?</p> <ul style="list-style-type: none"> <li>● <b>Source:</b> <a href="http://www.isec.ac.in/WP%20274%20-%20Malini%20L%20T_5.pdf">http://www.isec.ac.in/WP%20274%20-%20Malini%20L%20T_5.pdf</a></li> </ul>

#### **Unit 10: Role of various institutions in developing entrepreneurship (5 Lecture)**

Week 11	Day of completion	Topic
	Day 5	<ul style="list-style-type: none"> <li>● IFCI, ICICI, LIC, UTI</li> </ul>

	Day 6	<ul style="list-style-type: none"> <li>• SIDBI, NSIC, DIC, NIESBUD</li> </ul>
<b>Week 12</b>	Day 1	<ul style="list-style-type: none"> <li>• KVIC, TCO, SISI, Industrial Estate, District Industries Centre</li> </ul>
	Day 2	Assignment: How far do you think SIDBI has been able to support entrepreneurial growth? Cite with examples
	Day 3	<p><b>Case Study:</b> SIDBI has provided Rs 3000 cr to 6000 MSME units for energy efficient technologies</p> <ul style="list-style-type: none"> <li>• <b>Source:</b> <a href="http://www.mmronline.com/foundry-online/sidbi-has-provided-rs-3000-cr-to-6,000-msme-units.asp">http://www.mmronline.com/foundry-online/sidbi-has-provided-rs-3000-cr-to-6,000-msme-units.asp</a></li> </ul>

**Unit 11: Women Entrepreneurs in India (4 lectures)**

<b>Week 12</b>	<b>Day of completion</b>	<b>Topic</b>
	Day 4	<ul style="list-style-type: none"> <li>• Introduction, Women in business world</li> </ul>
	Day 5	<ul style="list-style-type: none"> <li>• Women entrepreneurship in India, Profile of a woman entrepreneur, Leadership qualities, Psycho social barriers</li> </ul>
	Day 6	<ul style="list-style-type: none"> <li>• Key terms</li> <li>• Backward and forward linkages</li> <li>• Global niche strategy</li> <li>• Hagen's theory of social change</li> <li>• Kao's conceptual model</li> <li>• Assignment: Name the woman entrepreneur has been named as CEO of the year. Analyze her journey till date</li> </ul>
<b>Week 13</b>	Day 1	<ul style="list-style-type: none"> <li>• Case Study:</li> <li>• <u>Shahnaz Husain - A Successful Indian Woman Entrepreneur</u></li> <li>• <b>Source:</b> <a href="http://www.icmrindia.org/free%20resources/casestudies/Shahnaz%20Husain1.htm">http://www.icmrindia.org/free%20resources/casestudies/Shahnaz%20Husain1.htm</a></li> </ul>

**ASSIGNMENT SHEET**  
**BBA-308 ENTREPRENEURSHIP DEVELOPMENTS**

<b>S.No.</b>	<b>Topics</b>	<b>Suggested Readings</b>
1.	Entrepreneurship –nature ,meaning and scope	TB- PART2;SR2-CH25;SR3-CH4;SR5-CH5;SR6-CH6;SR7-CH4;SR10-CH7;SR12-CH11;SR13-CH3;SR22-CH7;SR23-CH4,SR19-CH3
2	Characteristics, qualities and pre-requisites of entrepreneur	TB-CH3,PART-1;SR1-CH1;SR2-CH19;SR3 CH1;SR4-PART 1;SR5-CH1;SR6-CH 2;SR7-CH1;SR10 CH1;SR11-CH1;SR16-CH2;SR17-CH2;SR23-CH1,SR24-CH2,SR25-CH1,SR18-CH7,SR-26 CH-1
3.	Significance of Entrepreneur in Economic Development	SR1 –CH2;SR2-CH22; SR4-PART 1;SR5-CH1;SR6-CH2;SR8-CH2;SR10-CH 1.3,SR20-CH1,SR18-CH1,SR15-CH1
5.	The function of the entrepreneur in the economic development of a Country	TB-CH1;SR2-CH23;SR3-CH1;SR4-CH3;SR7-CH1;SR9-CH1;SR10-CH1,SR18-CH6
6.	Methods and procedures to start and expand one’s own business	TB CH-5,CH6,PART 2;SR1,PART-2;SR2-CH-24,25,SR3-CH1;SR5-CH5,SR11-CH5,6;SR24-CH5,SR15-CH7
7.	Sources of finances for entrepreneurship	SR1-PART-2;SR2-CH24;SR4-PART 4;SR9,CH-4,5,6,7,8;SR10-CH1,CH7;SR18-CH2,SR20-CH13

8.	Role of government and non-government agencies in promoting Entrepreneurship	TB-CH1 PART1,SR1-PART 2;SR2-CH23;SR5-CH3;SR6-CH2;SR8-CH3;SR16-CH4
9.	Entrepreneurial strategies and business plan	SR1-PART2,SR2-CH17,SR3-CH5,SR4-PART4SR6-CH6,SR15-CH12
10.	Future of entrepreneurship in India	TB- PART2;SR2-CH25;SR3-CH4;SR5-CH5;SR6-CH6;SR7-CH4;SR10-CH7;SR12-CH11;SR13-CH3;SR22-CH7;SR23-CH4,SR19-CH3

**Text Book:**

1. Desai Vasant "Entrepreneurship Development"
2. Gupta C.B Dr & Khanka S.S Dr "Entrepreneurship and Small Business Management" Sultan Chand & Sons, New Delhi

**SUGGESTED READINGS(SR):**

1. Hisrich Robert D.,Peters Michael P,"Entrepreneuership",Tata Mcgraw Hill ,New Delhi,6th Edition.
2. Desai Vasant,"Small Scale Industries and Entrepreneuership",Himalaya Publication House,Edition-1999
3. Kumar Anil S.,Poornima S.C.,Abraham Mini,Jayshree K,"Entrepreneuership Development",New Age International Publishers Edition-2005,New Delhi.
4. Kuratko Donald F,Hodgetts Richard M,"Entrepreneurship-Theory,process & Practice",Thomsan Press 2006,New Dellhi,6th Edition.
5. Dollinger Marc J.,"Entrepreneurship Strategies and Resources",Pearson Education 2004,New Delhi



6. Batra G.S,"Development of Entrepreneurship",Deep & Deep Publication Pvt Ltd Edition 2005.
7. Saini Singh Jasmer,"Entrepreneurship Development-Programmes & Practices",Deep & Deep Publications Pvt Ltd,Editon 2005.
8. Saxena Anand,"Entrepreneurship",Deep & Deep Publication Pvt Ltd,Edition 2005.
9. Lall Madhurima,Sahai Shikha,"Entrepreneurship",Excel Books,Edition 2006,New Delhi.
10. Nandan .H,"Fundamentals of Entrepreneurship",Prentice Hall of India,Edition 2006,New Delhi.
11. Harvard Business Essentials,"Entrepreneur Tool Kit",Harvard Business School Press.
12. Machiraju HR,"Project Finance-An Analytical Perspective",Vikas Publishers,New Delhi.
13. Goodman Louis J, "Project Planning and Management- An Integrated System for Improving Productivity" CBS, New Delhi
14. Desai, A.N. " Entrepreneur & Environment", 1990, Ashish, New Delhi.
15. Drucker, Peter, " Innovation and Entrepreneurship", 1985, Heinemann, London
  
16. Vohra Munish,"Entrepreneurial Development", Anmol Pubications Ltd.
  
17. Murty C.S.V.,"Small Scale Industries & Entrepreneurial Development",Himalaya Publishing house.
  
18. Holt David H.,"Entrepreneurship New Venture Creation",Eastern Economy Editon,New Delhi 2008.
  
19. Charantimath Poornima M.,"Entrepreneurship Development Small Business Entreprises",Pearson Education group.
  
20. Badi R.V.,Badi N.V."Entrepreneurship", Vrinda Publications (P) Ltd.

**Journals/Magazines:**

1. Journal of Entrepreneurship
2. Yojana(Various Issue)
3. Economic & Political Weekly
4. Harvard Business Review (Various Issues)
5. The Business Standard(Various Issues)
6. The Business Today(Various Issues)
7. India Today(Various Issues)
8. [www.enterweb.org/entrship.htm](http://www.enterweb.org/entrship.htm)
9. [www.entre-ed.org](http://www.entre-ed.org)

