



## Lesson Plan

**Program:** BBA **Semester:** 4<sup>TH</sup> **Course Code:** BBA 406 **Course Name:** Entrepreneurship and Small Business Management

**Course Objectives** The objective of the course is to familiarize the students with the basic concepts of entrepreneurship.

**Session Duration:** 60 minutes

**Participants:** BBA 4<sup>th</sup> Semester

### Entry level knowledge and skills of students

- i. Students must have basic knowledge of concept of Entrepreneurship and small business
- ii. Students must have knowledge of business

### Equipment required in Classroom/ Laboratory/ Workshop

- i. White board
- ii. Projector

### Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

### Course Outcomes (starting with action-oriented observable and measurable verb)

CO1: The objective of the course is to familiarise the students with the basic concepts of entrepreneurship

CO2: Remember and Comprehend basic of Entrepreneurship.

CO3: Understand the Insights on application of Entrepreneurial Development

CO4: Understand and analysing the formation of project report

CO5: Develop skills to evaluate the set up of small scale industries

L. N o.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark
---------	--------	------------	------------------------	----------	------------	--------------	--------------



# Mangalmay Institute of Management Technology

## Greater Noida (U.P.)



							with Date
<b>Unit - 1</b>							
1.	INTRODUCTION TO Entrepreneurs	Name & Scope Role & Importance in Indian Economy		Group Discussion	CO1, K2		
2.		Theories of Entrepreneurship		Group Discussion	CO1, K2		
3.		traits of entrepreneur		Improved Lecture	CO1, K2		
4.		entrepreneurs Vs professional managers		Improved Lecture	CO1, K2		
5.		Problems faced by entrepreneurs					
6.							
7.							
8.							
<b>Unit - 2</b>							
9.	Entrepreneurial Development	Introduction		Group Discussion	CO2, K2,		
10.		Entrepreneurial Development		Improved Lecture	CO2, K2,		
11.		Entrepreneurial Development		Group Discussion	CO2, K2,		
12.		Significance of environment infrastructural network		Group Discussion	CO2, K2,		
13.		Role of environment infrastructural network		Group Discussion	CO2, K2,		
14.		Environmental analysis					
15.		E.D. programmes (EDP)					



# Mangalmay Institute of Management Technology

## Greater Noida (U.P.)



16.		problems of EDP.					
<b>Unit - 3</b>							
17.	Problem solving	Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems		Improved Lecture	CO3, K2, K4		
18.		Transportation-North West Corner Rule		Improved Lecture	CO3, K2, K4		
19.		Matrix Minima		Group Discussion	CO3, K2, K4		
20.		VAM Methods		Group Discussion	CO3, K2, K4		
21.		Degenerating					
22.		MODI Method					
23.		Assignment Problems					
24.							
25.	Project & Reports	Introduction Project & Reports		Group Discussion	CO3, K2, K5		
26.		Project & Reports		Cases Discussion	CO3, K2, K4		
27.		Search for business idea transformation of idea into reality		Cases Discussion	CO3, K2, K4		
28.		Identification of projects		Cases Discussion	CO3, K2, K4		
29.		network analysis,		Cases Discussion	CO3, K2, K4		
30.		network analysis,		Demo of SPSS	CO3, K2, K4		
31.		project appraisal plant layout					



**Mangalmay Institute of Management Technology**  
**Greater Noida (U.P.)**



32.							
<b>Unit - 5</b>							
33.	Small industry	Small industry setup		Improved Lecture	CO4, K2, K5		
34.		Types of organization- Sole proprietorship their merits, limitations, suitability.		Improved Lecture	CO4, K2, K5		
35.		Co-operative organization, their merits, limitations, suitability.		Group Discussion	CO4, K2, K5		
36.		Partnership their merits, limitations, suitability.		Group Discussion	CO4, K2, K5		
37.		joint stock company their merits, limitations, suitability.		Group Discussion	CO4, K2, K5		
38.		steps in starting a small industry, Organisational locations					
39.		Incentives and subsidies available					
40.		export possibilities					
<b>Revision</b>							
41.	Unit 1	Question paper		Group Discussion	-		
42.	Unit 1	Question paper		Group Discussion	-		
43.	Unit 2	Question paper		Group Discussion	-		



**Mangalmai Institute of Management Technology**  
**Greater Noida (U.P.)**



44.	Unit 2	Question paper		Group Discussion			
45.	Unit 3	Question paper		Group Discussion			
46.	Unit 3	Question paper		Group Discussion			
47.	Unit 4	Question paper		Group Discussion			
48.	Unit 5	Question paper		Group Discussion			

**Text Books: Suggested Readings:**

1. Entrepreneurship Development Vasant Desai

Journals: <https://www.tandfonline.com/toc/rsbe20/current>

Electronic Database: <https://business.illinoisstate.edu/academics/entrepreneurship/>