

Lesson Plan

Name of Assistant Professor : Mrs. Sheetal

Subject: Entrepreneurship and Small Scale Business

Week 1	Entrepreneur-Entrepreneurship-Enterprise: Conceptual issues. Entrepreneurship vs. Management. Roles and functions of entrepreneurs in relation to the enterprise and in relation to the economy.
Week 2	Entrepreneurship as an interactive process between the individual and the environment. Small business as the seedbed of entrepreneurship
Week 3	Entrepreneurial competencies. Entrepreneurial motivation, performance and rewards
Week 4	Opportunity scouting and idea generation: role of creativity & innovation and business research. Sources of business ideas. Entrepreneurial opportunities in contemporary business environment, for example opportunities in network-marketing, franchising, business process outsourcing in the early 21st century
Week 5	The process of setting up a small business: preliminary screening and aspects of the detailed study of the feasibility of the business idea and financing/non-financing support agencies to familiarize themselves with the policies/programmes and procedures and the available schemes.)
Week 6	Preparation of Project Report and Report on Experiential Learning of successful/unsuccessful entrepreneurs.
Week 7	Managerial roles and functions in a small business. Designing and redesigning business processes, location, layout, operations planning & control, Basic awareness of the issues impinging on quality, productivity and environment
Week 8	Managing business growth. The pros and cons of alternative growth options: internal expansion, acquisitions & mergers, integration & diversification. Crises in business growth.
Week 9	Issues in small business marketing. The concept and application of product life cycle (plc), advertising & publicity, sales & distribution management.
Week 10	The idea of consortium marketing, competitive bidding/tender marketing, negotiation with principal customers, The contemporary perspectives on Infrastructure Development, Product and Procurement Reservation
Week 11	Marketing Assistance, Subsidies and other Fiscal & Monetary Incentives. National, state level and grass-root level financial institutions in support of small business development.
Week 12	National, state level and grass-root level nonfinancial institutions in support of small business development.