Bhoj Reddy Engineering College for Women: Hyderabad

Faculty of Management

Lesson plan of faculty member for the academic year 2019-20

Class: IV B Tech Branch - Section: IT - A Semester: II

Subject: Entrepreneurship and Small Business Enterprises Lectures per week: 3

Lecture Number	Topics to be covered	Date(s)
UNIT - I: Entrepreneurial Perspectives		
1.	Introduction to all units	23 December 2019
2.	Evolution	23 December 2019
3.	Concept of Entrepreneurship	24 December 2019
4.	Types of Entrepreneurs	30 December 2019
5.	Entrepreneurial Competencies	30 December 2019
6.	Capacity Building for Entrepreneurs	31 December 2019
7.	Entrepreneurial Training Methods	06 January 2020
8.	Entrepreneurial Motivations	06 January 2020
9.	Models for Entrepreneurial Development	07 January 2020
10.	The process of Entrepreneurial Development	13 January 2020
UNIT - II: New Venture Creation		
11.	Introduction, Mobility of Entrepreneurs	13 January 2020
12.	Models for Opportunity Evaluation	20 January 2020
13.	Business plans – Purpose, Contents	20 January 2020
14.	Presenting Business Plan	21 January 2020
15.	Procedure for setting up Enterprises	27 January 2020
16.	Central level - Startup	27 January 2020
17.	State level - T Hub	28 January 2020
18.	Other Institutions initiatives	03 February 2020
UNIT- III: Management of MSMEs and Sick Enterprises		
19.	Challenges of MSMEs	03 February 2020
20.	Preventing Sickness in Enterprises	04 February 2020
21.	Specific Management Problems	17 February 2020
22.	Industrial Sickness	17 February 2020
23.	Industrial Sickness in India – Symptoms	18 February 2020
24.	Process and Rehabilitation of Sick Units	24 February 2020
25.	Revision	24 February 2020
UNIT - IV: Managing Marketing and Growth of Enterprises		
26.	Essential Marketing Mix of Services	25 February 2020
27.	Key Success Factors in Service Marketing	02 March 2020
28.	Cost and Pricing	02 March 2020
29.	Branding	03 March 2020
30.	New Techniques in Marketing	10 March 2020
31.	International Trade	16 March 2020
UNIT - V: Strategic perspectives in Entrepreneurship		
32.	Strategic Growth in Entrepreneurship	16 March 2020
33.	The Valuation Challenge in Entrepreneurship	17 March 2020
34.	The Final Harvest of New Ventures	23 March 2020

35.	Technology	23 March 2020
36.	Business Incubation	24 March 2020
37.	India way – Entrepreneurship	30 March 2020
38.	Women Entrepreneurs – Strategies to develop Women Entrepreneurs	30 March 2020
39.	Institutions supporting Women Entrepreneurship in India	31 March 2020
40.	Seminar	06 April 2020
41.	Revision of 1st and 2nd units	06 April 2020
42.	Revision of 3rd, 4th and 5th units	07 April 2020

TEXT BOOKS:

- Entrepreneurship Development and Small Business Enterprises, Poornima M. Charantimath, 2e, Pearson, 2014.
- Entrepreneurship, A South – Asian Perspective, D. F. Kuratko and T.V. Rao, 3e, Cengage, 2012.

REFERENCES:

- Entrepreneurship, Arya Kumar, 4 e, Pearson 2015.
- The Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House, 2015.

Name and signature of the faculty: Ms. V. Dhana Laxmi

Name and signature of Head of the Department: Ms. V. Dhana Laxmi