



Model Institute of Engineering
& Technology (Autonomous)
Lesson Plan

Kot Bhalwal, Jammu



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary

**Department of MBA
 Details of Lesson Plan**

S.No.	Particulars	Details
1.	Course Name	Entrepreneurship and Business Strategies
2.	Course Code	HSMC-401
3.	Academic Year	2023-2024
4.	Semester	4
5.	Number of Lesson plans	30
6.	Faculty Assigned	Ms. Sunanjita Mahajan

Faculty Signature

Lesson Plan No. 1.1	Course Name: Entrepreneurship and Business Strategy Topic: Introduction to Entrepreneurship	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: a. Understand the concept of entrepreneurs. b. Process the necessary skills and traits required by entrepreneurs
Teaching Aids (if any)	a. PPT
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Introduce the concept of entrepreneurship - Justify the need of this subject in recent times. - Motivate students to consider self-employment. 2. Development (30 minutes) <ol style="list-style-type: none"> a. Entrepreneur: concept Entrepreneurship: definition <ul style="list-style-type: none"> - Examples of successful entrepreneurs b. Major traits an entrepreneur must possess c. Advantages of Cloud Computing <ul style="list-style-type: none"> - Give examples to illustrate how skills differentiate an unsuccessful and a successful entrepreneur. 3. Exercise (5 minutes) – <ul style="list-style-type: none"> - Ask students the various schemes government has undertaken for promoting entrepreneurship. <p>Use Nearpod to collect responses and discuss the answers.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading <ul style="list-style-type: none"> - Book: Entrepreneurship and small scale business: Vardamaan Open University <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Types of entrepreneurs <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 1.2	Course Name: Entrepreneurship and Business Strategie Topic: Role on innovation in entrepreneurship	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: c. Understand innovation d. Understand the role on innovation in entrepreneurship
Teaching Aids (if any)	b. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Introduce the concept of innovation - Define how it is different from invention <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> d. Innovation: concept and types - Innovation examples e. Roles of innovation in entrepreneurship <p>Successful innovators</p> <p>3. Exercise (5 minutes) –</p> <ul style="list-style-type: none"> - Ask students the various innovative products they have come across <p>Use Nearpod to collect responses and discuss the answers.</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading</p> <ul style="list-style-type: none"> - Book: Entrepreneurship and small scale business: Vardamaan Open University <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 1.3	Course Name: Entrepreneurship and Business Strategies Topic: Types of Entrepreneurs	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: e. Have knowledge about different types of entrepreneur.
Teaching Aids (if any)	1. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. <p>What is entrepreneurship?</p> <ul style="list-style-type: none"> - Recap of last lecture <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - Drone entrepreneur - Social Entrepreneur - Bill and Melinda Gates Foundation - Goonj - Agriculture Entrepreneur - Women Entrepreneur - Inventors <p>3. Exercise (5 minutes) –</p> <ul style="list-style-type: none"> - Class Discussion: How can drone entrepreneurs compete with the changing times?
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Nearpod Quiz on types of women entrepreneurs</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.4	Course Name: Entrepreneurship and Business Strategies Topic: Types of Entrepreneurs	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> 1. Comprehend the role entrepreneurship play in economic development. 2. Motivated to consider taking up entrepreneurship
Teaching Aids (if any)	1. PPT
Teaching Development	<p>1 Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Ask questions. <p>What is economic development?</p> <ul style="list-style-type: none"> - What are the various economic indicators - Recap of last lecture <p>2 Development (35 minutes)</p> <ul style="list-style-type: none"> - Case of company: Phool - Role of entrepreneurship in economic development - How Amul gave employment to rural women?
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 1.5	Course Name: Entrepreneurship and Business Strategies Topic: Factors affecting entrepreneurship	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Understand various factors impacting entrepreneurship.
Teaching Aids (if any)	1. PPT
Teaching Development	1. Introduction (5 minutes) -Recap of last lecture 2. Development (30 minutes) List of factors affecting entrepreneurship Bifurcating and discussing elements promoting and limiting entrepreneurship 3. Exercise (5 minutes) – - Class Discussion: What role can family play in promoting entrepreneurship?
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 2.1	Course Name: Entrepreneurship and Business Strategies Topic: Intrapreneurship and Entrepreneurship	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Differentiate between Intrapreneurship and Entrepreneurship
Teaching Aids (if any)	1. PPT
Teaching Development	1. Introduction (5 minutes) -Starbucks Case 2. Development (30 minutes) - Concept of Intrapreneurship - Meaning - Motives - Relevance - Mc Donald's Happy Mean - Difference - Similarities 3. Exercise (5 minutes) – - Class Discussion: A case of Apple swipe to unlock will be discussed and students will be asked to identify the various entrepreneurial traits form it.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 2.2	Course Name: Entrepreneurship and Business Strategies Topic: Indian startup revolution	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Develop a comprehensive view of Indian Startup
Teaching Aids (if any)	1. PPT
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) -Introduction to startups 2. Development (30 minutes) <ol style="list-style-type: none"> a. Types of startups b. Recent trends in startups <ul style="list-style-type: none"> - Special focus on Edtech - Special focus on Healthtech c. The rise of venture capital d. Essentials/ Imperatives for startup 3. Exercise (5 minutes) – <ul style="list-style-type: none"> - Class Discussion: Students will be asked to come up with the recent startup business ideas which they believe will be a game changer.
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Startup revolution Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 2.3	Course Name: Entrepreneurship and Business Strategies Topic: Indian startup revolution	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Develop a comprehensive view on Indian startup
Teaching Aids (if any)	1. PPT
Teaching Development	1. Introduction (5 minutes) -Recap of previous class 2. Development (30 minutes) Benefits of startups <ul style="list-style-type: none"> - Individual aspect - Economic aspect - Business ecosystem - Concept - Role of incubators in driving startup success - Types of Business Incubators - Startup Ecosystem - Players in the ecosystem - 3. Exercise (5 minutes) – <ul style="list-style-type: none"> - Class Discussion: Role of venture capitalists in startups
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on benefits of startup Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 2.4	Course Name: Entrepreneurship and Business Strategies Topic: Indian startup revolution	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Rural and Women Entrepreneurship
Teaching Aids (if any)	1. PPT
Teaching Development	1. Introduction (5 minutes) -Recap of previous class 2. Development (30 minutes) a. Rural Entrepreneurship - Concept - KVIC - Benefits - Issues faced b. Women Entrepreneurship - Concept - Role of women entrepreneurship - Types - Problems faced 3. Exercise (5 minutes) – - Class Discussion: Role of venture capitalists in startups
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 2.5	Course Name: Entrepreneurship and Business Strategies Topic: Indian startup revolution	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Social Entrepreneurship
Teaching Aids (if any)	1. PPT
Teaching Development	1. Introduction (5 minutes) -Recap of previous class 2. Development (30 minutes) e. Case of Bill and Melinda Gates Foundation f. Case of Goonj g. Social Entrepreneurship - Concept - Role of social entrepreneurship - Types 3. Exercise (5 minutes) – - Class Discussion: How inclusivity in the new normal
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on types of social entrepreneurship. Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 2.6	Course Name: Entrepreneurship and Business Strategies Topic: Indian startup revolution	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Frame awareness on the various success stories
Teaching Aids (if any)	1. PPT
Teaching Development	1. Introduction (5 minutes) - Recap previous class learnings 2. Development (35 minutes) 3. Exercise (5 minutes) - Student presentations on various success stories
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 3.1	Course Name: Entrepreneurship and Business Strategies Topic: Legal form of ownership	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> 1. Understand the various types of ownership 2. Critically evaluate the differences between various forms 3. Comprehend the suitability of various form of legal ownership
Teaching Aids (if any)	1. PPT
Teaching Development	1. Introduction (5 minutes) Overview -Sole proprietor -Partnership - Joint stock company 2. Development (35 minutes) <ul style="list-style-type: none"> - Sole proprietor - Characteristics - Advantages - Disadvantages
Closure	3. Summarize the Lesson Learning Outcomes and get affirmation from students on these. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	4. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 3.2	Course Name: Entrepreneurship and Business Strategies Topic: Legal form of ownership	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the various types of ownership Critically evaluate the differences between various forms Comprehend the suitability of various form of legal ownership
Teaching Aids (if any)	<ol style="list-style-type: none"> PPT
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Recap of sole proprietor Ask a student to give a recap Development (30 minutes) <ol style="list-style-type: none"> Partnership Characteristics Advantages Disadvantages
Closure	<ol style="list-style-type: none"> Class Activity: Summary- Here students will be asked to summarize today's and last class's learnings on a piece of paper to gauge their understanding (10 minutes)
Evaluation	<ol style="list-style-type: none"> Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 3.3	Course Name: Entrepreneurship and Business Strategies Topic: Legal form of ownership	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> 1. Understand the various types of ownership 2. Critically evaluate the differences between various forms 3. Comprehend the suitability of various form of legal ownership
Teaching Aids (if any)	1. PPT
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (10 minutes) Ask a student to give a recap of partnership form of business and sole proprietor form of business 2. Development (20 minutes) Introduction to Joint Stock Company Public and Private Limited Characteristics
Closure	1, Class Activity: Board activity- One by one student will be called to the board to write down one characteristic and differentiate partnership and sole proprietorship form of business. The motive is to check that students move beyond understanding to actual evaluating the types and to build confidence (20 minutes)
Evaluation	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 3.4	Course Name: Entrepreneurship and Business Strategies Topic: Legal form of ownership	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> 1. Understand the various types of ownership 2. Critically evaluate the differences between various forms 3. Comprehend the suitability of various form of legal ownership
Teaching Aids (if any)	1. PPT
Teaching Development	1. Introduction (5 minutes) Ask a student to give a recap of basic understanding of Joint stock Company 2. Development (35 minutes) <ol style="list-style-type: none"> l. Advantages of Joint stock company m. Disadvantages Joint stock company n. Suitability
Closure	1. Class Activity: Summarizing the key learnings of the class (5 minutes)
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 3.5	Course Name: Entrepreneurship and Business Strategies Topic: Legal form of ownership	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> 1. Understand the various types of ownership 2. Critically evaluate the differences between various forms 3. Comprehend the suitability of various form of legal ownership
Teaching Aids (if any)	<ol style="list-style-type: none"> 1. PPT 2. Chalk and Board
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) Ask a student to give a recap of suitability of Joint stock company 2. Exercise (40 minutes) Students will be asked to write down the differences among (in group) all the three forms of ownerships basing them on all the characteristics discussed in class. One representative from each group will recite their group's answers which will be evaluated by the entire class hereby soliciting class discussion and group learning.
Closure	<ol style="list-style-type: none"> 1. Class Activity: Summarizing the key learnings of the class (5 minutes)
Evaluation	<ol style="list-style-type: none"> 2. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 4.1	Course Name: Entrepreneurship and Business Strategy Topic: Project Identification	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Identify project ideas from various sources
Teaching Aids (if any)	1. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Introduce the concept of project - Overview of project management. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> - Project identification: Concept Steps - Criteria for selecting project. <p>3. Exercise (5 minutes) –</p> <ul style="list-style-type: none"> - Ask students about various new business ideas that has caught their attention in recent times <p>Use Nearpod to collect responses and discuss the answers.</p>
Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>2. Suggested Reading</p> <ul style="list-style-type: none"> - Book: Project: Prasanna Chandra <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>2. Nearpod Quiz on Project management</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 4.2	Course Name: Entrepreneurship and Business Strategy Topic: Project Identification	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Identify project ideas from various sources
Teaching Aids (if any)	1. PPT
Teaching Development	1. Introduction (5 minutes) - Recap of project identification 2. Development (35 minutes) Sources of project ideas: Study of existing industries Export/ import list Raw material availability Government policies and rules and regulations Economic trends Trade fare New technologies Reviving sick units Identifying unfulfilled psychological needs Various government and non government sources.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading - Book: Project: Prasanna Chandra Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on sources of project ideas Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 4.3	Course Name: Entrepreneurship and Business Strategy Topic: Feasibility Report	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> 1. Comprehend the need for feasibility study 2. Evaluate project based on various feasibility studies 3. Prepare feasibility report
Teaching Aids (if any)	2. PPT
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Recap of project identification 2. Development (35 minutes) <ul style="list-style-type: none"> Feasibility study Importance Feasibility Report Components of feasibility
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading <ul style="list-style-type: none"> - Book: Project: Prasanna Chandra Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 4.4	Course Name: Entrepreneurship and Business Strategy Topic: Market and Demand Analysis	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> 1. Comprehend the need for feasibility study 2. Evaluate project based on various feasibility studies 3. Prepare feasibility report
Teaching Aids (if any)	1. PPT
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Recap of feasibility analysis 2. Development (35 minutes) <ol style="list-style-type: none"> a. Market and Demand Analysis <ul style="list-style-type: none"> - Concept - Example b. Situation analysis c. Secondary Data d. Conduct Market Survey e. Characterisation of market f. Demand Forecasting <ul style="list-style-type: none"> - Jury of executive opinion method - Delphi Method - Trend Projection Method
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading <ul style="list-style-type: none"> - Book: Project: Prasanna Chandra <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss 2. Nearpod Quiz on feasibility analysis <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 4.5	Course Name: Entrepreneurship and Business Strategy Topic: Technical Analysis	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> 1. Comprehend the need for feasibility study 2. Evaluate project based on various feasibility studies 3. Prepare feasibility report
Teaching Aids (if any)	1. PPT
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Recap of Market and Demand Analysis 2. Development (25 minutes) <ol style="list-style-type: none"> a. Introduction to Technical Analysis b. Components of Technical Analysis 3. Exercise (15 minutes) <p>Summarise the concept of market and demand analysis on a piece of paper to gauge student's understanding of these technical concepts.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading <ul style="list-style-type: none"> - Book: Project: Prasanna Chandra <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 4.6	Course Name: Entrepreneurship and Business Strategy	Course No.: HSMC-401
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	Topic: Financial and Profitability Analysis	
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> 1. Comprehend the need for feasibility study 2. Evaluate project based on various feasibility studies 3. Prepare feasibility report
Teaching Aids (if any)	1. PPT
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Recap of Technical Analysis 2. Development (40 minutes) <ul style="list-style-type: none"> c. Financial Analysis Concept Components Need d. Profitability analysis
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading <ul style="list-style-type: none"> - Book: Project: Prasanna Chandra <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Cloud Computing <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 4.7	Course Name: Entrepreneurship and Business Strategy Topic: Social Cost and Benefit Analysis	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> 1. Comprehend the need for feasibility study 2. Evaluate project based on various feasibility studies 3. Prepare feasibility report
Teaching Aids (if any)	1. PPT
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Recap of Financial Analysis 2. Development (35 minutes) <ul style="list-style-type: none"> - Need to be socially accountable - The rise of cruelty free products - SCBA - Importance of SCBA - Rationale behind SCBA 3. Exercise (5 minutes) <p>Discussion on the recent socially accountable firms</p>
Closure	<ol style="list-style-type: none"> 2. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 3. Suggested Reading <ul style="list-style-type: none"> - Book: Project: Prasanna Chandra <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Quiz on Financial Analysis <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 4.8	Course Name: Entrepreneurship and Business Strategy Topic: Project Formulation	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Comprehend the concept of project formulation
Teaching Aids (if any)	2. PPT
Teaching Development	1. Introduction (5 minutes) - Recap of SCBA 2. Development (40 minutes) a. Introduction to project formulation - Elements of project formulation b. How is it different from project feasibility report
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading - Book: Project: Prasanna Chandra Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on elements of project formulation Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 4.9	Course Name: Entrepreneurship and Business Strategy Topic: Project Plan	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Comprehend the concept of a business plan 2. Elaborate the key constituents of business plan
Teaching Aids (if any)	1. PPT
Teaching Development	1. Introduction (5 minutes) - Introducing business plan 2. Development (40 minutes) a. Elements of business plan b. Types of business plan c. Business plan: a road map to success
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading - Book: Project: Prasanna Chandra Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on elements of business plan Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 4.10	Course Name: Entrepreneurship and Business Strategy Topic: Business Excellence Model	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Comprehend the concept of project formulation
Teaching Aids (if any)	1. PPT
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> - Recap of business plan <p>2. Development (40 minutes)</p> <ol style="list-style-type: none"> a. Introduction to business excellence <ul style="list-style-type: none"> - Core values of business excellence b. Business excellence model <ul style="list-style-type: none"> - Baldrige Criteria for Performance Excellence
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading <ul style="list-style-type: none"> - Book: Project: Prasanna Chandra <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on elements of business excellence model <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 5.1	Course Name: Entrepreneurship and Business Strategy Topic: Business Excellence Model	Course No.: HSMC-401
Objectives	At the end of the lesson the student shall be able to: 1. Form awareness of Small Scale Industries	
Teaching Aids (if any)	1. PPT	
Teaching Development	1. Introduction (5 minutes) • Recap of business plan 2. Development (40 minutes) a. Introduction to small scale industries Benefits of SSI to Indian Economy	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading • Book: Project: Prasanna Chandra Spend 5 minutes to wrap up and consolidate the learnings	
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Cloud Computing Spend 5 minutes to evaluate student assimilation of the lesson contents	



Lesson Plan No. 5.2	Course Name: Entrepreneurship and Business Strategy Topic: Business Excellence Model	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Form awareness of Small Scale Industries
Teaching Aids (if any)	1 PPT
Teaching Development	1. Introduction (5 minutes) <ul style="list-style-type: none">Recap of business plan 2. Development (40 minutes) <ol style="list-style-type: none">MSMEInvestment and turnover criteriaMSME success storyNOC from pollution board
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading <ul style="list-style-type: none">Book: Project: Prasanna Chandra Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Cloud Computing Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 5.3	Course Name: Entrepreneurship and Business Strategy Topic: Business Excellence Model	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Form awareness of Small Scale Industries
Teaching Aids (if any)	a. PPT
Teaching Development	1. Introduction (5 minutes) <ul style="list-style-type: none">Recap of business plan 2. Development (40 minutes) <ul style="list-style-type: none">a. Machinery and equipmentb. Factors impacting selection process
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading <ul style="list-style-type: none">Book: Project: Prasanna Chandra Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Cloud Computing Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 5.4	Course Name: Entrepreneurship and Business Strategy Topic: Business Excellence Model	Course No.: HSMC-401
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Objectives	At the end of the lesson the student shall be able to: 1. Form awareness of Schemes and Policies for SSI
Teaching Aids (if any)	1 PPT
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> • Recap of SSI 2. Development (40 minutes) <ol style="list-style-type: none"> a. Policies for MSME b. Subsequent schemes offered by GOI for promotion of SSIs
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading <ul style="list-style-type: none"> • Book: Project: Prasanna Chandra <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Nearpod Quiz on Cloud Computing <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>