



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Dr. Arun K. Gupta Teaching-Learning Centre

School of Management

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Entrepreneurship & Innovation
2.	Course Code	BBAMJ-501
3.	Academic Year	2024-2025
4.	Semester	5 th
5.	Number of Lesson plans	48
6.	Faculty Assigned	Manik Arora, Ph.D.

Manik

Faculty Signature



Lesson Plan No. 1.1	Course Name: Entrepreneurship & Innovation Topic: Introduction to Entrepreneurship	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: • Understand the concept of entrepreneurship and its importance in the economy. • Identify the characteristics and skills of successful entrepreneurs. • Explore the various types of entrepreneurship and their impact on society.	
Teaching Aids (if any)	• Power Point Presentation • Video	
Teaching Development	Introduction (05 minutes) Entrepreneurship is a driving force in modern economies, responsible for innovation, job creation, and economic growth. Entrepreneurs are individuals who identify opportunities, take risks, and create new ventures that bring about change and progress. This lesson will explore what entrepreneurship is, why it matters, and what it takes to be a successful entrepreneur. Development (30 minutes) • Concept and Importance of Entrepreneurship: ○ Define entrepreneurship and explain its role in economic development. ○ Discuss the impact of entrepreneurship on job creation, innovation, and societal advancement. • Characteristics and Skills of Entrepreneurs: ○ Identify key traits of successful entrepreneurs such as creativity, risk-taking, and resilience. ○ Highlight essential skills like leadership, problem-solving, and adaptability. • Types of Entrepreneurship: ○ Explore different forms of entrepreneurship including small businesses, startups, social entrepreneurship, and corporate entrepreneurship. ○ Discuss examples of entrepreneurs in each category and their contributions to society.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://online.stanford.edu/what-is-entrepreneurship	

	https://www.youtube.com/watch?v=MdNNGfoxrqA
Evaluation	1. What is entrepreneurship, and why is it important for economic development? 2. Name three characteristics of a successful entrepreneur. 3. What are the different types of entrepreneurship? Provide an example of each.



Lesson Plan No. 1.2	Course Name: Entrepreneurship & Innovation Topic: Entrepreneurial Mindset	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: - Understand the key traits and characteristics of an entrepreneurial mindset. - Recognize the importance of mindset in entrepreneurial success. - Learn how to cultivate an entrepreneurial mindset in personal and professional life	
Teaching Aids (if any)	- Power Point Presentation - Videos	
Teaching Development	Introduction (05 minutes) Introduce the concept of an entrepreneurial mindset by discussing how it differs from a traditional employee mindset. Highlight the importance of adaptability, resilience, and problem-solving as core components. Use examples of successful entrepreneurs who have demonstrated a strong entrepreneurial mindset. Development (30 minutes) Characteristics of an Entrepreneurial Mindset: - Focus on innovation, risk-taking, and proactive behavior. - Emphasis on resilience and the ability to overcome challenges. - The importance of continuous learning and adaptability in changing environments. Importance of Mindset in Entrepreneurial Success: - How mindset influences decision-making and business growth. - The role of a positive and growth-oriented mindset in navigating failures and setbacks. - Real-world examples of how a strong mindset has led to entrepreneurial achievements. Cultivating an Entrepreneurial Mindset: - Practical tips on developing traits such as curiosity, creativity, and self-motivation. - The significance of setting goals and maintaining a vision. - How to build a network of like-minded individuals for support and inspiration.	
Closure	- Summarize the Lesson Learning Outcomes and get affirmation from students on these. - Discuss the University Questions from the Syllabus. - Suggested Reading: Entrepreneurship by Rajeev Roy https://blog.hubspot.com/sales/entrepreneur-mindset https://www.youtube.com/watch?v=sNkEZ7Gy4s	

Evaluation	1. What are three key characteristics of an entrepreneurial mindset? 2. Why is resilience important in entrepreneurship? 3. Name one strategy to cultivate an entrepreneurial mindset.
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Lesson Plan No. 1.3	Course Name: Entrepreneurship & Innovation Topic: Characteristic of an Entrepreneur	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the key traits that define successful entrepreneurs. - Identify how these characteristics contribute to entrepreneurial success. - Encourage self-assessment and development of entrepreneurial qualities.
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) Begin by discussing what makes someone an entrepreneur beyond just starting a business. Introduce the idea that successful entrepreneurs often share certain traits, such as resilience, creativity, and risk-taking. Ask students if they can name any famous entrepreneurs and what characteristics they think those individuals possess. This will engage the class and set the stage for exploring these traits in detail. Development (30 minutes) Resilience: - Ability to recover from setbacks and keep moving forward. - Importance of persistence in the face of challenges. - Example: Discuss how entrepreneurs like Steve Jobs overcame failures to achieve success. Creativity and Innovation: - The need for creative thinking in solving problems and creating new products or services. - How innovation drives entrepreneurial ventures. - Example: Talk about how Elon Musk's innovative thinking led to companies like SpaceX and Tesla. Risk-taking: - Willingness to take calculated risks in pursuit of goals. - Understanding the balance between risk and reward. - Example: Explore how entrepreneurs often take financial risks to start and grow their businesses.
Closure	- Summarize the Lesson Learning Outcomes and get affirmation from students on these. - Discuss the University Questions from the Syllabus. - Suggested Reading: Entrepreneurship by Rajeev Roy https://blog.hubspot.com/sales/entrepreneur-personality-traits

	https://www.youtube.com/watch?v=-sQeREfZY-8
Evaluation	1. What characteristic allows entrepreneurs to bounce back from failures and continue pursuing their goals? 2. Why is creativity important for an entrepreneur? 3. How does risk-taking contribute to entrepreneurial success?



Lesson Plan No. 1.4	Course Name: Entrepreneurship & Innovation Topic: Advantages of Entrepreneurship	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: • Understand the key benefits of entrepreneurship for individuals and society. • Explore how entrepreneurship contributes to economic development. • Discuss the role of entrepreneurship in fostering innovation and job creation.
Teaching Aids (if any)	• Power Point Presentation • Videos
Teaching Development	Introduction (05 minutes) Begin the class by introducing the concept of entrepreneurship as a driving force for economic and social change. Highlight how entrepreneurs identify opportunities, take risks, and create value by launching new ventures. Explain that today's lesson will focus on the specific advantages of entrepreneurship. Development (30 minutes) Economic Growth and Job Creation Discuss how entrepreneurship drives economic growth by creating new businesses, which in turn generate employment opportunities and contribute to GDP. Mention how successful startups can lead to significant job creation and can have a ripple effect on the economy. Innovation and Problem-Solving: Explain how entrepreneurs are often at the forefront of innovation, introducing new products, services, and business models that solve problems and meet consumer needs. Highlight the importance of creativity and how entrepreneurship fosters an environment where innovation thrives. Personal and Financial Independence: Explore how entrepreneurship offers individuals the opportunity to achieve personal and financial independence. Discuss the freedom to make decisions, pursue passions, and potentially achieve financial success, leading to a sense of accomplishment and self-reliance.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.nexford.edu/insights/advantages-and-disadvantages-of-entrepreneurship https://www.youtube.com/watch?v=wlyPmOaqAw

Evaluation	1. How does entrepreneurship contribute to economic growth? 2. Why is innovation important in entrepreneurship? 3. What are two personal benefits of becoming an entrepreneur?
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Lesson Plan No. 1.5	Course Name: Entrepreneurship & Innovation Topic: Disadvantages of Entrepreneurship	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the potential challenges and downsides of entrepreneurship. - Recognize the risks associated with starting and running a business. - Develop a balanced perspective on entrepreneurship, considering both its benefits and drawbacks.
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) Entrepreneurship is often celebrated for its potential to create wealth, foster innovation, and offer personal freedom. However, it's not without its challenges. Many entrepreneurs face significant obstacles that can lead to stress, financial difficulties, and even business failure. This lesson will explore some of the key disadvantages of entrepreneurship to provide a more rounded understanding of what it means to be an entrepreneur. Development (30 minutes) Financial Risk: - Entrepreneurs often invest their savings or take out loans to start their business. - The possibility of business failure can lead to financial loss and debt. - Uncertainty in income, especially in the early stages of the business. Stress and Work-Life Balance: - The demands of running a business can lead to long hours and high levels of stress. - Balancing work and personal life becomes challenging, often leading to burnout. - Entrepreneurs may face pressure from investors, employees, and customers. Uncertainty and Instability: - The market is constantly changing, and businesses must adapt or risk failure. - Economic downturns, competition, and unforeseen challenges can create instability. - Lack of job security, as entrepreneurs must rely on their business's success for income.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.

	2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.nexford.edu/insights/advantages-and-disadvantages-of-entrepreneurship https://www.youtube.com/watch?v=PBgBqVo4e8Q
Evaluation	1. What are two personal benefits of becoming an entrepreneur? What is one major financial risk that entrepreneurs face when starting a business? 2. How can the stress of running a business impact an entrepreneur's work-life balance? 3. Why is uncertainty a significant disadvantage in entrepreneurship?



Lesson Plan No. 1.6	Course Name: Entrepreneurship & Innovation Topic: Types of Enterprise	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: • Understand the different types of enterprises. • Identify key characteristics and examples of each type. • Analyze the advantages and disadvantages of various enterprise types.	
Teaching Aids (if any)	• Power Point Presentation • Videos	
Teaching Development	Introduction (05 minutes) Briefly introduce the main categories of enterprises: Micro, Small, Medium, and Large enterprises, highlighting their significance in the economy. Mention the role of these enterprises in providing employment, fostering innovation, and contributing to economic development. Development (30 minutes) Micro and Small Enterprises: • Definition & Characteristics: Typically owned and operated by a single individual or a small group. Limited in scale, resources, and reach. • Examples: Local grocery stores, small retail shops, local service providers. • Advantages & Disadvantages: Flexibility and low capital requirement vs. limited growth potential and vulnerability to market changes. Medium Enterprises: • Definition & Characteristics: Larger than small enterprises but not as expansive as large corporations. Often family-owned or partnership-based. • Examples: Regional manufacturing units, medium-sized IT firms. • Advantages & Disadvantages: Balance between flexibility and scale, but challenges in transitioning to larger scale and maintaining control. Large Enterprises: • Definition & Characteristics: Extensive operations, often multinational, with significant resources and market influence. • Examples: Multinational corporations like Apple, Walmart, large manufacturing companies. • Advantages & Disadvantages: Economies of scale and market dominance vs. bureaucracy and slower decision-making processes.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.	

	2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.ringcentral.com/gb/en/blog/definitions/enterprise/ https://www.youtube.com/watch?v=6v7HKLnsXok
Evaluation	1. What is the primary difference between a micro enterprise and a large enterprise? 2. Can you name one advantage and one disadvantage of medium enterprises? 3. Provide an example of a small enterprise and explain why it fits that category.



Lesson Plan No. 1.7	Course Name: Entrepreneurship & Innovation Topic: Types of Entrepreneurs	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: - Understand the different types of entrepreneurs based on their approach and goals. - Recognize the characteristics that define each type of entrepreneur. - Apply knowledge to identify real-world examples of various types of entrepreneurs.	
Teaching Aids (if any)	- Power Point Presentation - Videos	
Teaching Development	Introduction (05 minutes) Entrepreneurship is a diverse field with various types of entrepreneurs who approach business in different ways. Understanding these types helps in identifying the strengths, challenges, and potential impact each entrepreneur can have on the economy and society. This lesson will explore the main categories of entrepreneurs and their distinctive features. Development (30 minutes) Innovative Entrepreneurs: - These entrepreneurs are visionaries who create new ideas, products, or services. - They often drive significant changes in industries and can disrupt markets. - Examples include tech innovators like Steve Jobs and Elon Musk. Imitative Entrepreneurs: - These entrepreneurs follow the lead of successful innovators and replicate existing ideas. - They often enter established markets with slight modifications or improvements. - They are essential in spreading innovations and making them more accessible. Social Entrepreneurs: - These entrepreneurs prioritize social, environmental, or community-focused goals over profit. - They develop businesses that address societal challenges while ensuring sustainability. - Examples include Muhammad Yunus (microfinance) and Jessica Jackley (Kiva).	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.	

	2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.geeksforgeeks.org/what-are-the-different-types-of-entrepreneurs/ https://www.youtube.com/watch?v=VbMjLP4yCJA
Evaluation	1. What is the primary focus of innovative entrepreneurs? 2. How do imitative entrepreneurs differ from innovative entrepreneurs? 3. Can you name an example of a social entrepreneur and describe their impact?



Lesson Plan No. 1.8	Course Name: Entrepreneurship & Innovation Topic: Roles and Responsibilities of Entrepreneurs	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the key roles played by entrepreneurs in business and society. - Identify the core responsibilities of entrepreneurs in managing and growing a business. - Analyze the impact of an entrepreneur's roles and responsibilities on the success of their ventures.
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) Entrepreneurs are the driving force behind innovation, economic growth, and job creation. They take on multiple roles, from being leaders and decision-makers to risk-takers and innovators. Understanding these roles and their associated responsibilities is crucial for anyone aspiring to become an entrepreneur or work closely with them. Development (30 minutes) Role as a Visionary and Leader: - Entrepreneurs set the vision and direction for their businesses. - They inspire and motivate their team to achieve common goals. - Effective leadership is crucial for navigating challenges and maintaining a positive company culture. Role as a Risk-Taker and Innovator: - Entrepreneurs take calculated risks to innovate and bring new products or services to market. - They are responsible for identifying opportunities and acting on them despite uncertainties. - Innovation often involves challenging the status quo and finding creative solutions to problems. Role in Financial and Operational Management: - Entrepreneurs manage the financial health of their businesses, including budgeting, funding, and profit allocation. - They ensure smooth operations by overseeing various aspects such as production, marketing, and sales. - Maintaining a balance between growth and sustainability is a key responsibility.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.

	2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://venturz.co/academy/the-roles-and-responsibilities-of-an-entrepreneur https://www.youtube.com/watch?v=29RJwNvTc1g
Evaluation	1. What is one of the primary roles of an entrepreneur as a leader? 2. How does taking risks relate to an entrepreneur's role in innovation? 3. Why is financial management considered a critical responsibility for entrepreneurs?



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Model Institute of Engineering & Technology (Autonomous) Lesson Plan

Lesson Plan No. 1.9	Course Name: Entrepreneurship & Innovation Topic: Qualities of Entrepreneurs	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: - To understand the essential qualities that define successful entrepreneurs. - To explore how these qualities contribute to entrepreneurial success. - To encourage students to identify and reflect on the qualities they possess or wish to develop	
Teaching Aids (if any)	- Power Point Presentation - Videos	
Teaching Development	Introduction (05 minutes) Discuss the importance of these qualities in overcoming obstacles, seizing opportunities, and leading teams. Ask students if they know any famous entrepreneurs and what qualities they think made them successful. Development (30 minutes) Resilience and Perseverance: - Entrepreneurs face numerous challenges and setbacks. The ability to stay determined, adapt, and push forward despite failures is crucial for success. Innovative Thinking and Creativity: - Successful entrepreneurs are often creative thinkers who identify gaps in the market and come up with innovative solutions to address them. This requires not just thinking outside the box, but also taking calculated risks. Leadership and Decision-Making: - Entrepreneurs lead teams, projects, and companies. They must make critical decisions that impact their business and team members. Strong leadership qualities involve clear communication, motivation, and strategic thinking.	
Closure	- Summarize the Lesson Learning Outcomes and get affirmation from students on these. - Discuss the University Questions from the Syllabus. - Suggested Reading: Entrepreneurship by Rajeev Roy https://www.vistage.com/research-center/business-leadership/20161027-5-characteristics-of-an-entrepreneur/ https://www.youtube.com/watch?v=s6cPmBSL-OQ_entrepreneur	
Evaluation	- What is one of the primary roles of an entrepreneur as a leader? - How does taking risks relate to an entrepreneur's role in innovation? - Why is financial management considered a critical responsibility for entrepreneurs?	



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Version 1.1



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Lesson Plan No. 2.1	Course Name: Entrepreneurship & Innovation Topic: Business Networking	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: - To understand the concept and importance of business networking. - To explore different types of business networks and strategies for building and leveraging them. - To develop skills in initiating and maintaining professional relationships in a business context.	
Teaching Aids (if any)	- Power Point Presentation - Videos	
Teaching Development	Introduction (05 minutes) Define <i>business networking</i> as the process of establishing and nurturing relationships with other professionals and organizations to create mutually beneficial opportunities. Explain why business networking is vital for personal growth, professional opportunities, and business development. Development (30 minutes) Types of Business Networking (10 minutes): - Discuss formal and informal networking. - Highlight online platforms (e.g., LinkedIn) vs. traditional methods (e.g., networking events, business clubs). - Importance of building both internal (within an organization) and external networks. Strategies for Building Effective Networks (10 minutes): - Emphasize the significance of creating a strong first impression (dress, professionalism, and attitude). - Discuss active listening, value exchange, and follow-up techniques for nurturing relationships. - Introduce the concept of “paying it forward” to establish genuine connections. Leveraging Business Networks (10 minutes): - Explain how to use networks for career advancement, mentorship, collaboration, and resource sharing. - Discuss the role of networking in finding new clients, partners, and opportunities for business growth. - Briefly touch on professional etiquette and ethical considerations when using business networks.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.	

	2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://blog.hubspot.com/sales/what-is-business-networking https://www.youtube.com/watch?v=UOVtd1_k7rg
Evaluation	1. What is business networking, and why is it important in the business world? 2. Name two strategies that can help in building an effective professional network. 3. What are some ways to leverage your business network for career or business growth?



Lesson Plan No. 2.2	Course Name: Entrepreneurship & Innovation Topic: Advantages of Business Networking	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - To understand the concept and purpose of business networking. - To identify the benefits and importance of networking in business growth. - To recognize how effective networking can lead to professional development and opportunities.
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) Define <i>business networking</i> as the process of establishing a mutually beneficial relationship with other business people and potential clients or customers. Emphasize how networking has become an essential tool for entrepreneurs, professionals, and even students. Development (30 minutes) Opportunities for Business Growth Explanation: Business networking helps entrepreneurs and professionals gain access to new opportunities, clients, and markets. This can include direct sales, partnerships, and collaborations. Learning and Knowledge Sharing Explanation: Networking connects individuals with different skill sets and experiences, allowing for knowledge exchange. This is essential for staying updated on market trends, new technologies, and best practices. Building a Strong Professional Reputation Explanation: Through consistent networking, individuals can build a reputation of being reliable and knowledgeable. This credibility can lead to trust and referrals in the business world.
Closure	- Summarize the Lesson Learning Outcomes and get affirmation from students on these. - Discuss the University Questions from the Syllabus. - Suggested Reading: Entrepreneurship by Rajeev Roy https://blog.hubspot.com/sales/what-is-business-networking https://www.youtube.com/watch?v=K_8z3EyFFlw
Evaluation	- What is the primary purpose of business networking? - Mention two benefits of business networking. - Why is building a strong professional reputation important in networking?



Lesson Plan No. 2.3	Course Name: Entrepreneurship & Innovation Topic: Competition Analysis	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: - To understand the concept and importance of competition analysis. - To identify the key components to analyze competitors effectively. - To develop skills in using tools and frameworks for competition analysis.	
Teaching Aids (if any)	- Power Point Presentation - Videos	
Teaching Development	Introduction (05 minutes) Begin by explaining that competition analysis is a fundamental part of strategic planning. It involves assessing the strengths and weaknesses of current and potential competitors to gain a strategic advantage. Ask students if they can name competitors in a chosen industry, such as tech, retail, or hospitality, to spark their interest and engage them in the topic. Development (30 minutes) Components of Competition Analysis (10 minutes) - Discuss the essential components of competition analysis like market share, SWOT analysis, pricing strategies, product differentiation, and customer perception. Emphasize the importance of understanding what competitors are doing and their impact on business strategy. Tools and Techniques for Competition Analysis (10 minutes) - Introduce tools like Porter's Five Forces Model, SWOT Analysis, and Benchmarking. Provide examples to demonstrate how businesses utilize these frameworks to evaluate competition. Strategic Application of Competition Analysis (10 minutes) - Discuss how competition analysis can guide decision-making in areas such as pricing strategy, product development, and market positioning. Use a case study or a real-world example (e.g., Coca-Cola vs. Pepsi) to showcase how these insights drive business strategy.	
Closure	- What are the main components of competition analysis? - Which tool is commonly used to understand the bargaining power of suppliers and customers? - How can competition analysis impact pricing strategy? https://blog.hubspot.com/marketing/competitive-analysis-kit https://www.youtube.com/watch?v=Xs8ZTqRFpTg	
Evaluation	What are the main components of competition analysis?	

	2. Which tool is commonly used to understand the bargaining power of suppliers and customers? 3. How can competition analysis impact pricing strategy?
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Lesson Plan No. 2.4	Course Name: Entrepreneurship & Innovation Topic: Factors Affecting Competition Strategies	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - To understand key factors that influence competition strategies in business. - To analyze how internal and external factors shape strategic decisions. - To assess the role of market conditions in competitive positioning
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) Begin the lesson by discussing the importance of competitive strategies in achieving business success. Explain that businesses formulate competition strategies to achieve a competitive advantage, cater to market demands, and respond to changes. Highlight that there are several factors that can influence these strategies, both within the organization and in the external market environment. Development (30 minutes) Internal Factors (10 minutes) Resources and Capabilities: Discuss how a company's internal resources, such as financial strength, human resources, technological capabilities, and innovative capacity, shape its competitive strategies. Leadership and Culture: Explain how leadership styles and organizational culture impact decision-making and strategy formulation. Illustrate this with examples of companies with strong leadership focusing on innovation or customer service. External Factors (10 minutes) Industry Structure: Explain the importance of understanding industry forces using Porter's Five Forces model, which include supplier power, buyer power, competitive rivalry, threat of substitutes, and the threat of new entrants. Market Conditions and Competitors: Discuss how competitors' actions, market trends, technological advancements, and customer preferences can influence a company's competitive strategies. Macro-Environmental Factors (10 minutes) Economic Factors: Describe how economic conditions like inflation, unemployment, interest rates, and GDP impact strategy formulation. Political and Legal Factors: Highlight how government regulations, trade policies, and political stability affect competition.

Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.shortform.com/blog/factors-affecting-the-market/ https://www.youtube.com/watch?v=7tdlugD2qnc
Evaluation	1. What are some internal factors that can affect a company's competitive strategies? 2. Explain how market conditions influence competitive strategies. 3. How do economic factors affect a company's competitive positioning?



Lesson Plan No. 2.5	Course Name: Entrepreneurship & Innovation Topic: Prerequisites of Successful Enterprise	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the foundational requirements for establishing a successful enterprise. - Identify key elements essential to creating a sustainable business. - Recognize the importance of planning, resource management, and market understanding in entrepreneurship.
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) A successful enterprise does not merely depend on a good idea but on various prerequisites that pave the way for growth and sustainability. Entrepreneurs must understand the fundamental requirements such as clear business vision, access to resources, a well-structured business plan, and market analysis to ensure a higher probability of success. Development (30 minutes) Clear Vision and Mission: - A successful enterprise starts with a clear vision that outlines long-term goals and purpose. The mission statement serves as a guide for all business activities, helping the entrepreneur make strategic decisions and stay aligned with their business goals. Resource Management and Financial Planning: - Effective resource management includes human resources, financial resources, and material resources. A well-thought-out financial plan, including capital structure, funding sources, and cash flow management, is essential. Entrepreneurs need to have a sound understanding of financial principles to allocate resources effectively and maintain sustainability. Market Research and Customer Understanding: - A comprehensive market study helps identify the target market, customer needs, competitors, and market trends. Understanding the customer's preferences and behavior enables the entrepreneur to refine their product or service offerings, create effective marketing strategies, and build a loyal customer base.
Closure	- Summarize the Lesson Learning Outcomes and get affirmation from students on these. - Discuss the University Questions from the Syllabus. - Suggested Reading: Entrepreneurship by Rajeev Roy https://www.yourarticlelibrary.com/business/8-pre-requisites-of-

Evaluation	1. What is the significance of having a clear vision and mission for an enterprise? 2. Why is resource management crucial for the success of an enterprise? 3. How does conducting market research contribute to a successful business?
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Lesson Plan No. 2.6	Course Name: Entrepreneurship & Innovation Topic: Business Risk	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: • Understand the concept of business risk and its significance. • Identify different types of business risks. • Learn strategies to manage and mitigate business risks.
Teaching Aids (if any)	• Power Point Presentation • Videos
Teaching Development	Introduction (05 minutes) Begin the class by explaining the meaning of business risk. Highlight that business risks are uncertainties or potential dangers that a company faces which can impact its ability to achieve its financial goals. Mention that business risks can arise from internal and external factors and may affect profitability, reputation, and overall sustainability. Development (30 minutes) Types of Business Risks (10 Minutes): • Strategic Risk: Risks that arise due to poor business strategies, changes in consumer demand, or failure to adapt to new market trends. • Financial Risk: Risks related to the financial stability of the business, such as cash flow issues, excessive debt, or fluctuations in exchange rates. • Operational Risk: Risks arising from internal business processes, such as machinery breakdowns, employee errors, or supply chain disruptions. External and Internal Sources of Business Risks (10 Minutes): • External Sources: Market changes, regulatory changes, economic downturns, natural disasters, etc. • Internal Sources: Inefficient processes, employee turnover, technological failures, poor decision-making, etc. • Examples: Use real-life cases of companies facing external (like regulatory changes) and internal risks (like a failed software update). Risk Management Strategies (10 Minutes): • Risk Avoidance: Deciding not to undertake activities that may carry high risk. • Risk Reduction: Implementing measures to minimize the impact of risks (e.g., employee training, better inventory management). • Risk Transfer: Transferring the risk to another party, like buying insurance. • Risk Acceptance: Acknowledging and budgeting for certain risks

Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://corporatefinanceinstitute.com/resources/career-map/sell-side/risk-management/business-risk/ https://www.youtube.com/watch?v=q4MaAHDzRY
Evaluation	1. What is the difference between internal and external business risks? 2. Give one example of a financial risk and how it can be managed. 3. Why is it important for a business to manage operational risks effectively?



Lesson Plan No. 2.7	Course Name: Entrepreneurship & Innovation Topic: Types of Business Risks	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: • Understand the concept of business risk and its significance. • Identify different types of business risks. • Learn strategies to manage and mitigate business risks..	
Teaching Aids (if any)	• Power Point Presentation • Videos	
Teaching Development	Introduction (05 minutes) Highlight that business risk refers to the potential threats and uncertainties that can negatively impact a company's ability to achieve its goals and objectives. Emphasize the importance of understanding and managing these risks to ensure business continuity and growth. Use real-world examples of companies that faced different types of risks to make it relatable. Development (30 minutes) ☐ Financial Risks: Explain how financial risks include any uncertainty related to money and funding, such as fluctuations in interest rates, currency exchange rates, and the risk of credit defaults. Discuss the consequences of poor financial planning and market volatility on a business's financial stability. ☐ Operational Risks: Operational risks arise from internal inefficiencies or failures, such as breakdowns in processes, human errors, system failures, and unforeseen events like natural disasters. Highlight the need for robust operational controls and crisis management plans. ☐ Strategic Risks: Strategic risks result from poor business decisions, incorrect strategic direction, or failure to adapt to changes in the industry or market. Explain how strategic risks can arise from technological advancements, new competitors, or changes in consumer preferences.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.thehartford.com/small-business-insurance/what-is-business-risk https://www.youtube.com/watch?app=desktop&v=2ZJ-Fhk-6F118-pp-w1ID21nc2tchm1a21k7Yh1	

Evaluation	1. What is business risk, and why is it important for a company to understand it? 2. Give one example of financial risk and explain its potential impact on a business. 3. How can a company minimize operational risks within its organization?
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Kot, Bhalwal, Jammu



Model Institute of Engineering & Technology (Autonomous)

Lesson Plan

Lesson Plan No. 2.8	Course Name: Entrepreneurship & Innovation Topic: Risk Identification	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: - Understand the concept of risk identification and its importance in risk management. - Learn the various techniques and approaches for identifying risks in a project or organization. - Develop the skills to identify and categorize risks effectively.	
Teaching Aids (if any)	Power Point Presentation	
Teaching Development	Introduction (05 minutes) Risk identification is the first and most critical step in risk management. It involves recognizing potential risks that could negatively impact a project or organization. Identifying risks early allows management to take proactive measures, reducing the chances of project failure or losses. The goal is to gather all potential risks, document them, and assess them later for prioritization. Development (30 minutes) Techniques for Risk Identification (10 minutes) ○ Brainstorming Sessions: Engaging teams to discuss and identify risks collectively. Encourages open communication and diverse viewpoints. ○ SWOT Analysis: Using SWOT (Strengths, Weaknesses, Opportunities, Threats) to pinpoint internal and external risks. ○ Checklists: Leveraging pre-defined checklists based on past experiences and industry standards to recognize common risks. Tools and Approaches (10 minutes) ○ Risk Breakdown Structure (RBS): A hierarchical representation of risks, similar to a Work Breakdown Structure (WBS), which helps in categorizing risks effectively. ○ Expert Judgment: Consulting experienced professionals to gain insights and identify risks based on their expertise and past experiences. ○ Root Cause Analysis: Understanding the underlying causes of risks to better predict future problems.	
Closure	- Summarize the Lesson Learning Outcomes and get affirmation from students on these. - Discuss the University Questions from the Syllabus. - Suggested Reading: Entrepreneurship by Rajeev Roy https://www.indeed.com/career-advice/career-development/risk-identification	

Evaluation	1. What is the purpose of risk identification in risk management? 2. Name two common techniques used to identify risks. 3. What is a Risk Register, and why is it essential?
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Lesson Plan

Lesson Plan No. 2.9	Course Name: Entrepreneurship & Innovation Topic: Risk Mitigation	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: • Define and understand the concept of risk mitigation in business. • Identify different types of risks and methods to mitigate them. • Learn to apply risk mitigation strategies in business scenarios.	
Teaching Aids (if any)	• Power Point Presentation • Videos	
Teaching Development	Introduction (05 minutes) Explain that risk mitigation is the process of identifying, assessing, and developing strategies to minimize or control the impact of risks on a business or project. Development (30 minutes) Types of Risks and Their Impact (10 minutes): ○ Financial Risks: Fluctuations in currency, market volatility, etc. ○ Operational Risks: Failures in internal processes or human errors. ○ Strategic Risks: Incorrect business strategies or changes in the market. Discuss each type of risk with relevant business examples. Risk Assessment and Prioritization (10 minutes): ○ Explain how businesses assess the likelihood and impact of risks. ○ Introduce tools like Risk Matrices and SWOT Analysis for evaluating risks. ○ Emphasize the importance of prioritizing risks based on potential damage. Risk Mitigation Strategies (10 minutes): ○ Avoidance: Changing the business plan to bypass the risk. ○ Reduction: Implementing measures to minimize the effect of the risk. ○ Transfer: Outsourcing or transferring the risk to a third party (like insurance). ○ Acceptance: Recognizing and planning for risks with low impact or likelihood. Discuss scenarios to highlight each strategy in a practical context.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.techtarget.com/searchdisasterrecovery/definition/risk-mitigation#:~:text=Risk%20mitigation%20is%20the%20process,prioritize%20planning%20around%20that%20impact.	



Dr. Arun K. Gupta Teaching-Learning Centre

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Evaluation	1. What is the purpose of risk mitigation in a business context? 2. Name two tools used for risk assessment and explain their purpose. 3. What is the difference between risk reduction and risk transfer?
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Lesson Plan No. 3.1	Course Name: Entrepreneurship & Innovation Topic: Funding & Types of Funding	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the different sources of funding for businesses. - Distinguish between various types of funding. - Analyse the advantages and disadvantages of each type of funding.
Teaching Aids (if any)	- Power Point Presentation - White Board - Videos
Teaching Development	1. Introduction (05 minutes) - Begin with a brief explanation of why funding is crucial for businesses. - Discuss the general idea of funding, including the need for capital to start, operate, and expand a business. - Present a real-life example of a business that successfully secured funding. 2. Development (30 minutes) Bootstrapping (10 minutes) - Definition: Funding a business using personal savings or revenue from initial sales. - Advantages: Full control over the business, no debt, and faster decision-making. - Disadvantages: Limited resources, slower growth, and higher personal financial risk. Venture Capital (10 minutes) - Definition: Funding provided by investors to startups and small businesses with high growth potential in exchange for equity. - Advantages: Large amounts of capital, access to expertise and networks, and potential for rapid growth. - Disadvantages: Loss of control, high expectations from investors, and pressure for quick returns. Crowdfunding (10 minutes) - Definition: Raising small amounts of money from a large number of people, typically via online platforms. - Advantages: Access to a large pool of investors, validation of business ideas, and marketing benefits. - Disadvantages: Time-consuming campaign management, potential for public failure, and fees from crowdfunding platforms.

Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://courses.minnlearn.com/en/courses/startingup/financing/different-types-of-funding/
Evaluation	1. What is bootstrapping in the context of business funding? 2. Which type of funding involves investors providing capital in exchange for equity in the business? 3. What is one advantage of crowdfunding? Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 3.2	Course Name: Entrepreneurship & Innovation Topic: Pitching to Investors	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: • Understand the key elements of an effective pitch. • Learn how to structure a compelling pitch presentation. • Gain insights into what investors look for in a pitch.	
Teaching Aids (if any)	• Power Point Presentation • White Board • Videos	
Teaching Development	1. Introduction (05 minutes) • Briefly explain the importance of pitching to investors for startups and businesses. • Discuss the goal of a pitch: to secure funding, partnerships, or support. • Highlight the relevance of tailoring the pitch to the audience (investors). 2. Development (30 minutes) Key Elements of an Effective Pitch (10 minutes) • Problem Statement: Clearly define the problem your business solves. • Solution: Describe your product or service and how it addresses the problem. • Market Opportunity: Present market size, target audience, and growth potential. Structuring a Compelling Pitch Presentation (10 minutes) • Introduction: Hook the audience with an engaging opening. • Business Model: Explain how your business makes money. • Traction: Showcase any proof of concept, sales, or user growth. What Investors Look For (10 minutes) • Team: Highlight the experience and skills of your team members. • Financial Projections: Provide realistic revenue and profit forecasts. • Investment Ask: Clearly state how much funding you are seeking and what it will be used for.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://pitch.com/guides/pitching/how-to-pitch-your-business	
Evaluation	1. What are the three key elements of an effective pitch? 2. Why is it important to tailor your pitch to the audience? 3. Name two things investors look for in a pitch. student assimilation of the lesson contents	



Lesson Plan No. 3.3	Course Name: Entrepreneurship & Innovation Topic: Fundraising Strategies	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: • Understand different types of fundraising strategies • Learn how to develop and implement a fundraising plan • Explore effective techniques for engaging donors and stakeholders
Teaching Aids (if any)	• Power Point Presentation • White Board • Videos
Teaching Development	1. Introduction (05 minutes) • Briefly discuss the importance of fundraising for non-profits, startups, and businesses. • Mention how successful fundraising can significantly impact organizational growth and sustainability. • Outline the key points to be covered in the lesson. 2. Development (30 minutes) Types of Fundraising Strategies (10 minutes) • Individual Donations: ○ Annual campaigns, major gifts, and planned to give. ○ Engaging individual donors through personalized communication. • Corporate Sponsorships and Partnerships: ○ Building relationships with businesses. ○ Benefits for both the organization and the corporate partner. • Grant Applications: ○ Identifying suitable grants. ○ Writing effective grant proposals. ○ Developing a Fundraising Plan (10 minutes) • Setting Goals and Objectives: ○ Defining clear and achievable fundraising goals. ○ Aligning goals with the organization's mission and vision. • Target Audience Identification: ○ Analyzing donor demographics and behaviors. ○ Creating donor personas to tailor communication. • Strategy Implementation and Timeline: ○ Outlining specific actions and tactics. ○ Setting a realistic timeline and milestones.

	○ Regular updates and communication. • Events and Campaigns: ○ Organizing fundraising events and campaigns. ○ Leveraging social media and online platforms. • Acknowledgment and Recognition: ○ Showing appreciation through thank-you notes, recognition events, and public.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://bloomerang.co/blog/fundraising-strategy/
Evaluation	1. What are the three main types of fundraising strategies discussed? 2. Why is it important to set clear goals and objectives in a fundraising plan? 3. Name two ways to engage and build relationships with donors.



Lesson Plan No. 3.4	Course Name: Entrepreneurship & Innovation Topic: Ethical Dilemmas in business	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: • Understand the concept of ethical dilemmas in a business context. • Explore common ethical issues faced by businesses and their stakeholders. • Learn strategies to navigate and resolve ethical dilemmas.	
Teaching Aids (if any)	• Power Point Presentation • White Board • Videos	
Teaching Development	1. Introduction (05 minutes) • Briefly define what an ethical dilemma is and its importance in business. • Discuss the impact of ethical decisions on a company's reputation and stakeholder trust. • Introduce the main types of ethical dilemmas businesses might encounter Development (30 minutes) Common Ethical Dilemmas: • Conflicts of interest and bribery. • Fraud and misrepresentation in financial reporting. • Treatment of employees and fair labor practices. Case Studies and Examples: • Real-world examples of ethical dilemmas, such as Enron's accounting scandal and Volkswagen's emission scandal. • Discussion of how these dilemmas were addressed or mishandled. Strategies for Handling Ethical Dilemmas: • Establishing a strong ethical culture and code of conduct. • Implementing transparent reporting and accountability mechanisms. • Encouraging ethical decision-making and providing ethics training.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://corporatefinanceinstitute.com/resources/esg/ethical-dilemma/	
Evaluation	1. What is an ethical dilemma? Provide an example relevant to a business context. 2. Why is business integrity important for long-term success? 3. Discuss a real-world example of a business facing an ethical dilemma and how they resolved it.	



Lesson Plan No. 3.5	Course Name: Entrepreneurship & Innovation Topic: Business Integrity	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the concept and importance of business integrity. - Identify key components that define ethical behavior in business. - Learn about the impact of integrity on organizational success and reputation.
Teaching Aids (if any)	- Power Point Presentation - White Board - Videos
Teaching Development	1. Introduction (05 minutes) - Define business integrity and its role in maintaining ethical standards within organizations. - Discuss the significance of integrity in building trust with stakeholders and ensuring long-term success. - Introduce real-world examples of businesses that have benefited from strong integrity or suffered due to its lack. Development (30 minutes) Key Components of Business Integrity: Ethical Standards: Explain what constitutes ethical behavior and how businesses establish codes of conduct to guide employees. Transparency and Accountability: Discuss the importance of transparency in business operations and the need for accountability to uphold integrity. Consequences of Lack of Integrity: Analyze case studies of companies facing legal and reputational damage due to unethical practices. Building a Culture of Integrity: Leadership and Role Modeling: Emphasize how leadership should exemplify ethical behavior to foster a culture of integrity. Training and Communication: Highlight the need for ongoing training and clear communication regarding ethical expectations. Systems and Policies: Discuss implementing systems and policies to support and enforce ethical behavior in the organization. Impact on Business Success: Trust and Reputation: Explore how integrity influences stakeholder trust and enhances the company's reputation. Risk Management: Examine how ethical practices help in mitigating

Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.diligent.com/resources/blog/business-integrity
Evaluation	1. What are two key components of business integrity? 2. How does transparency contribute to business integrity? 3. Why is it important for leadership to model ethical behavior?



Lesson Plan No. 3.6	Course Name: Entrepreneurship & Innovation Topic: Factors affecting business	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: • Understand the various internal and external factors that influence business operations. • Analyze how these factors impact decision-making and strategy. • Discuss real-world examples of businesses affected by these factors.	
Teaching Aids (if any)	• Power Point Presentation • White Board • Videos	
Teaching Development	Introduction (05 minutes) Briefly explain the importance of understanding factors affecting business. Outline what will be covered in the lesson. Development (30 minutes) Internal Factors (10 minutes) Management Structure: How leadership styles and organizational structure impact business performance. Company Culture: The role of employee morale, teamwork, and company values. Financial Resources: Influence of capital, revenue streams, and budgeting on business operations. External Factors (10 minutes) Economic Environment: Effects of inflation, interest rates, and economic cycles on business activities. Political and Legal Environment: How government regulations, policies, and political stability affect businesses. Technological Advances: Impact of new technologies, innovation, and automation on business competitiveness. Market Factors (10 minutes) Competition: Analysis of competitor strategies, market share, and industry rivalry. Customer Behavior: Understanding consumer preferences, buying habits, and demographic changes.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://magecomp.com/blog/internal-external-factors-that-affect-business/	

Evaluation	1. Name two internal factors that can affect a business and explain their impact. 2. How do economic conditions like inflation and interest rates influence business decisions? 3. Why is understanding customer behavior important for businesses?
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Lesson Plan No. 3.7	Course Name: Entrepreneurship & Innovation Topic: Critical Thinking in business	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: • Understand the concept of critical thinking and its importance in business decision-making. • Learn techniques and strategies for applying critical thinking to business problems. • Develop skills to evaluate arguments and make well-informed decisions in a business context.	
Teaching Aids (if any)	• Power Point Presentation • White Board • Videos	
Teaching Development	Introduction (05 minutes) • Begin by defining critical thinking and its relevance to business. • Discuss how critical thinking helps in analyzing complex business situations, solving problems, and making effective decisions. • Provide a brief overview of the key components of critical thinking: analysis, evaluation, and reasoning. Development (30 minutes) The Concept of Critical Thinking in Business: • Define critical thinking and explain its components: analysis, evaluation, and reasoning. • Discuss how critical thinking is crucial for strategic decision-making and problem-solving in business contexts. Techniques for Applying Critical Thinking: • Explore various techniques such as questioning assumptions, evaluating evidence, and considering alternative perspectives. • Provide examples of how these techniques can be applied to business scenarios, such as market analysis and project management. Evaluating Arguments and Making Decisions: • Explain how to assess the validity and relevance of arguments in business discussions. • Discuss decision-making frameworks and models that incorporate critical thinking, such as SWOT analysis and cost-benefit analysis.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://louisville.edu/ideastaction/about/criticalthinking/what	

Evaluation	1. What are the three main components of critical thinking? 2. Which of the following is a technique used in critical thinking to challenge assumptions? 3. What decision-making model incorporates critical thinking to assess potential risks and benefits?
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Lesson Plan No. 3.8	Course Name: Entrepreneurship & Innovation Topic: Critical Thinking Modelling	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: - Understand the importance of critical thinking in business decision-making. - Learn about different models of critical thinking and their applications. - Apply critical thinking models to real-world business scenarios.	
Teaching Aids (if any)	- Power Point Presentation - White Board - Videos	
Teaching Development	Introduction (05 minutes) - Briefly explain what critical thinking is and why it is crucial in business. - Highlight how critical thinking helps in problem-solving, decision-making, and strategic planning. - Mention the key models of critical thinking that will be discussed in the lesson. Development (30 minutes) Paul-Elder Critical Thinking Framework: - Discuss the elements of thought (purpose, question, information, inference, concepts, assumptions, implications, and point of view). - Explain the intellectual standards (clarity, accuracy, precision, relevance, depth, breadth, logic, significance, and fairness). - Application in business: Analyze a case study using the Paul-Elder framework. Bloom's Taxonomy: - Overview of the six levels: Remembering, Understanding, Applying, Analyzing, Evaluating, and Creating. - Discuss how each level can be applied in business contexts, from basic data recall to creating new strategies. - Example: Use Bloom's Taxonomy to evaluate a business project. Six Thinking Hats by Edward de Bono: - Explain the six different "hats" or perspectives (White, Red, Black, Yellow, Green, and Blue). - How each hat can be used to approach business problems from different angles. - Activity: Role-play a business scenario where students use different hats to solve a problem.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.	

	2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://louisville.edu/ideastoaction/about/criticalthinking/what
Evaluation	1) What are the elements of thought in the Paul-Elder Critical Thinking Framework? 2) List the six levels of Bloom's Taxonomy. 3) What does the Green Hat represent in Edward de Bono's Six Thinking Hats model?



Lesson Plan No. 3.9	Course Name: Entrepreneurship & Innovation Topic: Case Study on Xiaomi's India Conquest	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - The case can be used to introduce students to the concept of market research and its application in real-world business scenarios. - Encourage students to critically analyze Xiaomi's market research approach and identify key learnings. - Facilitate class discussion by dividing students into groups to analyze specific aspects of the case. - Emphasize the importance of market research in understanding consumer behavior, identifying market opportunities, and making informed business decisions.
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) Xiaomi, a Chinese electronics company, has disrupted the Indian smartphone market with its aggressive pricing, online-first strategy, and emphasis on user experience. This case study focuses on the market research strategies employed by Xiaomi to identify opportunities, understand consumer behavior, and gain a competitive edge in the Indian market. Development (30 minutes) Market Entry Strategy: Analyze Xiaomi's market entry strategy in India. How did market research play a crucial role in identifying the opportunity? Consumer Segmentation: Discuss Xiaomi's target market segmentation. What market research insights helped them define their target audience? Pricing Strategy: Evaluate Xiaomi's pricing strategy. How did market research influence their decision to adopt an aggressive pricing model? Distribution Channel: Analyze Xiaomi's distribution channel strategy. How did market research help them choose the online-first approach? Product Development: Discuss Xiaomi's product development process. How did market research inform their product features and specifications? Brand Building: Examine Xiaomi's brand building efforts in India.

	threats? Future Growth: Based on the case study, suggest potential growth areas for Xiaomi in the Indian market. What market research would you recommend to explore these opportunities?
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://www.themarcomavenue.com/blog/how-xiaomi-is-dominating-the-global-smartphone-market
Evaluation	1) Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2) Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 3.10	Course Name: Entrepreneurship & Innovation Topic: Case Study on Nestlé	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: - Analyze the ethical dilemmas faced by Nestlé regarding its bottled water operations and environmental impact. - Evaluate strategies for addressing environmental and community concerns while maintaining corporate responsibility and brand reputation. - Develop a comprehensive approach for Nestlé to enhance its sustainability practices and improve stakeholder relations	
Teaching Aids (if any)	- Power Point Presentation - Videos	
Teaching Development	Introduction (05 minutes) Nestlé, one of the world's largest food and beverage companies, has faced several ethical dilemmas over the years. These include controversies related to their marketing practices, environmental impact, and sourcing of raw materials. One of the most notable ethical dilemmas involves the company's practices related to bottled water and its impact on local communities and the environment. Issue: Nestlé's bottled water operations have been criticized for depleting local water supplies, especially in regions experiencing water scarcity. In some cases, Nestlé has been accused of prioritizing profit over the needs of local communities and the environment. This has led to public backlash and calls for the company to reassess its water sourcing and sustainability practices. Development (30 minutes) Environmental Impact: What are the key environmental concerns related to Nestlé's bottled water operations? How can the company mitigate the negative environmental impact of its water extraction practices? Community Relations: What steps can Nestlé take to address the concerns of local communities affected by its water sourcing? How can the company build better relationships with communities and stakeholders? Corporate Responsibility: How should Nestlé reassess its water sourcing policies to align with ethical and sustainability goals? What are some potential strategies for improving the company's sustainability practices?	

	Brand Reputation: How can Nestlé repair its brand reputation and regain consumer trust in the face of ethical controversies? What role does transparency play in managing the company's response to the controversy?
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://startuptalky.com/nestle-evil-company/
Evaluation	1) Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2) Spend 5 minutes to evaluate student assimilation of the lesson contents



Lesson Plan No. 4.1	Course Name: Entrepreneurship & Innovation Topic: Business Incubators and its role in promoting entrepreneurial culture	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the concept and purpose of business incubators. - Identify the services provided by business incubators. - Explore the impact of business incubators on entrepreneurship and economic development.
Teaching Aids (if any)	- Power Point Presentation - White Board - Videos
Teaching Development	Introduction (05 minutes) - Briefly define business incubators and their purpose. - Explain the importance of business incubators in fostering entrepreneurship. - Provide a real-world example of a successful business incubator. Development (30 minutes) Definition and Types of Business Incubators - Definition: Business incubators are organizations designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services. - Types: Public, private, academic, and virtual incubators. Services Provided by Business Incubators - Mentorship and advisory services: Guidance from experienced entrepreneurs and industry experts. - Access to funding: Help with securing grants, loans, and investment capital. - Office space and resources: Shared office space, administrative support, and access to technology. Impact on Entrepreneurship and Economic Development - Success stories: Examples of companies that grew from incubators. - Job creation: How incubators contribute to local economies by creating jobs. - Innovation and collaboration: Encouraging innovative ideas and collaboration among startups.
Closure	- Summarize the Lesson Learning Outcomes and get affirmation from students on these. - Discuss the University Questions from the Syllabus. - Suggested Reading: Entrepreneurship by Rajeev Roy https://startuptalky.com/role-business-incubator/

Evaluation	1. What is the primary purpose of a business incubator? 2. Name two types of services commonly provided by business incubators. 3. How do business incubators contribute to local economic development?
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Lesson Plan No. 4.2	Course Name: Entrepreneurship & Innovation Topic: Symbiotic relationship between entrepreneurship and economic development	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the concept of entrepreneurship and its role in economic development. - Explore how economic development fosters entrepreneurship. - Analyze the mutual benefits and impacts of the relationship between entrepreneurship and economic growth.
Teaching Aids (if any)	- Power Point Presentation - White Board - Videos
Teaching Development	Introduction (05 minutes) Begin with a brief overview of entrepreneurship and economic development. Highlight their definitions and importance in a modern economy. Explain how entrepreneurship can drive economic development by creating jobs, fostering innovation, and generating wealth, while economic development provides the necessary infrastructure, education, and policy support for entrepreneurship to thrive. Development (30 minutes) Role of Entrepreneurship in Economic Development - Job creation: Entrepreneurs create new businesses, which in turn create jobs. - Innovation: Entrepreneurs bring new products, services, and technologies to market, driving economic growth. - Wealth generation: Successful entrepreneurial ventures contribute to the overall wealth of an economy. Economic Development as a Catalyst for Entrepreneurship - Infrastructure development: Better infrastructure (transport, communication, utilities) supports business operations. - Access to finance: Economic development often leads to better financial systems, making funding accessible for entrepreneurs. - Policy support: Governments in economically developed regions tend to provide supportive policies and incentives for startups. Mutual Benefits and Impacts - Positive feedback loop: Economic development and entrepreneurship reinforce each other, leading to sustained growth. - Socio-economic improvements: Entrepreneurship contributes to reducing poverty and inequality, enhancing social stability. - Global competitiveness: A strong entrepreneurial ecosystem boosts a

Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://gritdaily.com/relationship-entrepreneurship-economic-growth/
Evaluation	1) What are three ways in which entrepreneurship contributes to economic development? 2) How does economic development support entrepreneurship? 3) What is the term for the reinforcing relationship between economic development and entrepreneurship?



Lesson Plan No. 4.3	Course Name: Entrepreneurship & Innovation Topic: Developing Business Idea	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: • Understand the key components of a successful business idea. • Learn the process of generating and evaluating business ideas. • Explore tools and techniques for refining and validating business concepts.	
Teaching Aids (if any)	• Power Point Presentation • White Board • Videos	
Teaching Development	Introduction (05 minutes) Introduce the concept of a business idea and its significance in the entrepreneurial journey. Explain that a strong business idea is the foundation of any successful venture. Discuss briefly the importance of creativity, market research, and feasibility analysis in developing a business idea. Development (30 minutes) Key Components of a Business Idea • Value Proposition: What unique value does the product or service offer? • Target Market: Who are the potential customers? • Revenue Model: How will the business make money? Generating and Evaluating Business Ideas • Brainstorming Techniques: Mind mapping, SCAMPER, SWOT analysis. • Market Research: Understanding market needs, identifying gaps, analyzing competition. • Feasibility Study: Assessing technical, financial, and market feasibility. Refining and Validating Business Concepts • Customer Feedback: Gathering and analyzing feedback from potential customers. • Prototyping: Creating a basic version of the product or service to test assumptions. • Pivoting: Making necessary adjustments based on feedback and market conditions.	
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://smallbusiness.chron.com/six-stages-develop-business-ideas-42025.html	

Evaluation	1) What are the three key components of a successful business idea? 2) Name two techniques used for generating business ideas. 3) Why is customer feedback important in developing a business idea?
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Model Institute of Engineering & Technology (Autonomous) Lesson Plan

Lesson Plan No. 4.4	Course Name: Entrepreneurship & Innovation Topic: Business Plan Formulation	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: • Understand the importance and purpose of a business plan. • Learn the essential components of a business plan. • Explore techniques for writing and presenting a comprehensive business plan
Teaching Aids (if any)	• Power Point Presentation • White Board • Videos
Teaching Development	Introduction (05 minutes) Introduce the concept of a business plan and its role in guiding a business from startup to growth. Explain that a business plan outlines the vision, strategy, and operational blueprint for a business. Highlight the importance of a business plan for securing funding, guiding management, and tracking progress. Development (30 minutes) Essential Components of a Business Plan • Executive Summary: Brief overview of the business and its mission. • Market Analysis: Detailed analysis of the industry, market size, and competition. • Marketing and Sales Strategy: Plan for reaching and selling to target customers. • Operational Plan: Outline of day-to-day operations and logistics. • Financial Plan: Projections of income, expenses, and profitability. Writing and Presenting the Business Plan • Clarity and Conciseness: Ensure the plan is clear, concise, and easy to understand. • Visual Aids: Use charts, graphs, and images to illustrate key points. • Review and Revise: Continuously update the plan based on feedback and changing conditions.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://fastercapital.com/content/Steps-to-Formulating-a-Successful-Business-Plan.html
Evaluation	1) Why is a business plan important for securing funding? 2) What are the main components of a business plan? 3) What should you include in the market analysis section of a business plan?



Lesson Plan No. 4.5	Course Name: Entrepreneurship & Innovation Topic: Significance of Business Plan	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the critical role of a business plan in the success of a business. - Learn the various purposes a business plan serves. - Explore how a business plan impacts different stakeholders
Teaching Aids (if any)	- Power Point Presentation - White Board - Videos
Teaching Development	Introduction (05 minutes) Begin with a brief overview of what a business plan is and its fundamental components. Explain that a business plan is not just a document but a strategic tool that guides the business through various stages of development. Emphasize that a well-crafted business plan is essential for both startups and established businesses. Development (30 minutes) Strategic Importance of a Business Plan - Roadmap for Success: Provides a detailed strategy for achieving business goals. - Decision-Making Tool: Helps in making informed decisions by outlining plans and anticipated outcomes. - Performance Measurement: Allows businesses to set benchmarks and measure progress against them. Purpose of a Business Plan for Different Stakeholders - Entrepreneurs and Management: Offers guidance and direction for business operations and growth. - Investors and Lenders: Demonstrates the viability of the business, aiding in securing funding. - Employees: Communicates the business vision and goals, aligning the team with the company's objectives. Long-term Benefits of a Business Plan - Adaptability: Helps businesses adapt to market changes and unforeseen challenges. - Risk Management: Identifies potential risks and outlines strategies to mitigate them. - Continuous Improvement: Encourages ongoing review and refinement of business strategies and operations.
Closure	- Summarize the Lesson Learning Outcomes and get affirmation from students on these. - Discuss the University Questions from the Syllabus. - Suggested Reading: Entrepreneurship by Rajeev Roy

Evaluation	1) What is one of the strategic roles of a business plan? 2) How does a business plan benefit investors and lenders? 3) Why is adaptability an important benefit of having a business plan?
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Lesson Plan No. 4.6	Course Name: Entrepreneurship & Innovation Topic: Components of Business Plan	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Identify the key components of a comprehensive business plan. - Understand the purpose and content of each section in a business plan. - Learn how to effectively structure and organize a business plan
Teaching Aids (if any)	- Power Point Presentation - White Board - Videos
Teaching Development	Introduction (05 minutes) Begin with an overview of what a business plan is and why it is essential for the success of any business. Explain that a business plan outlines the strategy, objectives, and roadmap for a business. Highlight the importance of including detailed and well-researched sections in the business plan to ensure clarity and effectiveness. Development (30 minutes) Executive Summary - Purpose: Provides a snapshot of the entire business plan, highlighting key points. - Content: Includes the business concept, mission statement, product/service offering, target market, and financial highlights. Market Analysis - Purpose: Analyzes the industry, market trends, target market, and competition. - Content: Market size and growth, target customer demographics, competitive analysis, and market needs. Marketing and Sales Strategy - Purpose: Outlines how the business will attract and retain customers. - Content: Marketing tactics, sales strategies, pricing models, and distribution channels. Operations Plan - Purpose: Details the day-to-day operations of the business. - Content: Location, facilities, technology, equipment, and operational processes. Financial Plan - Purpose: Projects the financial performance and requirements of the business. - Content: Income statements, cash flow statements, balance sheets, and funding needs.

Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.wallstreetmojo.com/business-plan/
Evaluation	1) What is the purpose of the executive summary in a business plan? 2) What should be included in the market analysis section of a business plan? 3) Why is the financial plan an essential component of a business plan?



Lesson Plan No. 4.7	Course Name: Entrepreneurship & Innovation Topic: Techno Economic Feasibility Analysis	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the concept of techno economic feasibility analysis. - Learn the steps involved in conducting a techno economic feasibility analysis. - Explore the importance and applications of this analysis in business decision-making.
Teaching Aids (if any)	- Power Point Presentation - White Board - Videos
Teaching Development	Introduction (05 minutes) Introduce the concept of techno economic feasibility analysis, explaining that it evaluates both the technical and economic aspects of a proposed project. Highlight its importance in determining whether a project is viable and worth pursuing. Mention that this analysis helps in making informed business decisions by assessing the technical requirements and economic benefits. Development (30 minutes) Components of Techno Economic Feasibility Analysis - Technical Analysis: Examines the technical requirements, including technology, equipment, infrastructure, and operational processes. - Economic Analysis: Assesses the economic viability, including cost estimates, revenue projections, profitability, and financial risks. Steps in Conducting a Techno Economic Feasibility Analysis - Step 1: Define the Project Scope - Identify project objectives, deliverables, and constraints. - Step 2: Conduct Technical Analysis - Evaluate the technical requirements, feasibility of technology, and infrastructure needs. - Step 3: Perform Economic Analysis - Estimate costs, forecast revenues, and analyze profitability. - Step 4: Risk Assessment - Identify potential risks and develop mitigation strategies. - Step 5: Prepare Feasibility Report - Compile the findings and make recommendations based on the analysis. Applications and Importance - Investment Decisions: Helps investors and stakeholders decide whether to invest in a project. - Project Planning: Assists in planning and executing projects

	• Resource Allocation: Ensures optimal allocation of resources by evaluating technical and economic aspects. • Risk Management: Identifies potential risks and provides strategies to mitigate them.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.linkedin.com/pulse/step-by-step-guide-effective-techno-economic-analysis-gustavo-valente-e0tic
Evaluation	1) What are the two main components of a techno economic feasibility analysis? 2) Name one key step in conducting a techno economic feasibility analysis. 3) Why is a techno economic feasibility analysis important for investment decisions?



Lesson Plan No. 4.8	Course Name: Entrepreneurship & Innovation Topic: Financial Feasibility Analysis	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the concept and importance of financial feasibility analysis. - Learn the key components involved in financial feasibility analysis. - Explore the methods and tools used to conduct a financial feasibility analysis.
Teaching Aids (if any)	- Power Point Presentation - White Board - Videos
Teaching Development	Introduction (05 minutes) Introduce the concept of financial feasibility analysis, explaining that it assesses the financial viability of a proposed project or business venture. Highlight the importance of this analysis in determining whether a project is financially sustainable and profitable. Mention that it involves evaluating costs, revenues, profitability, and financial risks. Development (30 minutes) Components of Financial Feasibility Analysis - Cost Analysis: Identifies and estimates all costs associated with the project, including capital expenditures, operating costs, and contingency costs. - Revenue Projections: Estimates potential income from the project, including sales forecasts and other revenue streams. - Profitability Analysis: Evaluates the projected profit margins, break-even point, and return on investment (ROI). Steps in Conducting a Financial Feasibility Analysis Step 1: Data Collection - Gather relevant financial data, market research, and cost estimates. Step 2: Cost Estimation - Estimate capital and operating costs, including fixed and variable expenses. Step 3: Revenue Forecasting - Project potential revenue based on market demand, pricing strategies, and sales volumes. Step 4: Financial Projections - Create financial statements, including income statements, cash flow statements, and balance sheets. Step 5: Risk Assessment - Identify financial risks and develop mitigation strategies. Step 6: Feasibility Report

	• Financial Ratios: Use ratios such as net present value (NPV), internal rate of return (IRR), and payback period to evaluate financial performance. • Sensitivity Analysis: Assess how changes in key assumptions impact financial outcomes. • Scenario Analysis: Analyze different scenarios to understand potential financial outcomes under various conditions.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://fastercapital.com/content/What-is-Financial-Feasibility.html
Evaluation	1) What are the three main components of a financial feasibility analysis? 2) Name one key step in conducting a financial feasibility analysis. 3) What is the purpose of using financial ratios in financial feasibility analysis?



Lesson Plan No. 4.9	Course Name: Entrepreneurship & Innovation Topic: Profitability Analysis	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: • Understand the concept and importance of profitability analysis. • Learn the key components and metrics used in profitability analysis. • Explore methods and tools for conducting profitability analysis.
Teaching Aids (if any)	• Power Point Presentation • White Board • Videos
Teaching Development	Introduction (05 minutes) Introduce the concept of profitability analysis, explaining that it assesses a business's ability to generate profit relative to its revenue, costs, and expenses. Highlight the importance of profitability analysis in evaluating the financial health of a business and guiding decision-making processes. Development (30 minutes) Key Components of Profitability Analysis • Revenue: Total income generated from business activities. • Costs and Expenses: All expenses incurred to generate revenue, including cost of goods sold (COGS), operating expenses, and taxes. • Profit Margins: Measures of profitability, including gross profit margin, operating profit margin, and net profit margin. Metrics Used in Profitability Analysis • Gross Profit Margin • Operating Profit Margin • Net Profit Margin • Return on Assets (ROA) • Return on Equity (ROE) Methods and Tools for Conducting Profitability Analysis • Financial Statements: Use income statements, balance sheets, and cash flow statements to gather financial data. • Ratio Analysis: Calculate and interpret key financial ratios to assess profitability. • Trend Analysis: Examine profitability trends over time to identify patterns and make forecasts. • Benchmarking: Compare profitability metrics against industry standards and competitors.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy

Evaluation	1) What is the formula for calculating gross profit margin? 2) Name one key metric used in profitability analysis. 3) Why is profitability analysis important for a business?
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Lesson Plan No. 4.10	Course Name: Entrepreneurship & Innovation Topic: Social Cost Benefit Analysis	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the concept and importance of social cost benefit analysis (SCBA). - Learn the key components and steps involved in conducting SCBA. - Explore methods and tools for evaluating the social impacts of projects and policies..
Teaching Aids (if any)	- Power Point Presentation - White Board - Videos
Teaching Development	Introduction (05 minutes) Introduce the concept of social cost benefit analysis, explaining that it is a systematic approach to evaluating the economic, social, and environmental impacts of a project or policy. Highlight the importance of SCBA in ensuring that projects and policies are not only financially viable but also socially and environmentally beneficial. Development (30 minutes) Key Components of Social Cost Benefit Analysis - Social Costs: Includes all negative impacts on society, such as environmental degradation, health risks, and social displacement. - Social Benefits: Encompasses all positive impacts on society, such as improved public health, environmental conservation, and increased social equity. - Economic Costs and Benefits: Traditional financial costs and benefits, including capital expenditure, operational costs, revenue, and economic growth. Steps in Conducting Social Cost Benefit Analysis - Step 1: Identify and Define the Project or Policy - Clearly outline the scope, objectives, and stakeholders involved. - Step 2: Identify Social Costs and Benefits - List all potential social, environmental, and economic impacts. - Step 3: Quantify Costs and Benefits - Assign monetary values to the identified impacts using techniques such as contingent valuation, hedonic pricing, and cost-effectiveness analysis. - Step 4: Discount Future Costs and Benefits - Apply discount rates to future costs and benefits to account for the time value of money. - Step 5: Calculate Net Social Benefit - Subtract total social costs from total social benefits to



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	• Step 6: Sensitivity Analysis ◦ Analyze how changes in key assumptions affect the results to ensure robustness. Methods and Tools for Conducting SCBA • Cost-Effectiveness Analysis (CEA): Compares the relative costs and outcomes of different courses of action. • Contingent Valuation Method (CVM): Estimates economic values for non-market goods and services based on people's willingness to pay. • Hedonic Pricing Method: Estimates economic values for ecosystem or environmental services that directly affect market prices.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://decisio.nl/en/services/social-cost-benefit-analysis/
Evaluation	1) What is the main purpose of social cost benefit analysis? 2) Name one method used to assign monetary values to social costs and benefits. 3) What is the significance of conducting a sensitivity analysis in SCBA?



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Lesson Plan No. 4.11	Course Name: Entrepreneurship & Innovation Topic: Feasibility Report	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: • Understand the purpose and importance of a feasibility report. • Learn the key components included in a feasibility report. • Explore the steps and methodologies for preparing a comprehensive feasibility report.
Teaching Aids (if any)	• Power Point Presentation • White Board • Videos
Teaching Development	Introduction (05 minutes) Introduce the concept of a feasibility report, explaining that it assesses the practicality and viability of a proposed project or business idea. Highlight its importance in decision-making processes by providing stakeholders with detailed analysis and recommendations based on technical, financial, and operational aspects. Development (30 minutes) Key Components of a Feasibility Report • Executive Summary: Provides a brief overview of the project, key findings, and recommendations. • Project Description: Details the scope, objectives, and requirements of the project. • Market Feasibility: Analyzes market conditions, target audience, demand forecasts, and competition. • Technical Feasibility: Evaluates the technical requirements, resources, and capabilities needed to execute the project. • Financial Feasibility: Assesses the financial viability, including cost estimates, revenue projections, profitability analysis, and funding requirements. • Operational Feasibility: Examines the operational aspects, including workflow, staffing, and logistics. • Risk Analysis: Identifies potential risks and outlines mitigation strategies. • Legal and Regulatory Considerations: Reviews relevant legal and regulatory requirements. • Conclusions and Recommendations: Summarizes findings and provides actionable recommendations. Steps in Preparing a Feasibility Report • Step 1: Define the Project Scope and Objectives ◦ Clearly outline the project goals, deliverables, and constraints. • Step 2: Conduct Preliminary Analysis ◦ Perform an initial screening to identify potential challenges and opportunities.

	• Step 4: Evaluate Alternatives ◦ Consider different approaches or solutions and evaluate their feasibility. • Step 5: Compile the Feasibility Report ◦ Organize findings into a structured report with clear sections and headings. • Step 6: Review and Revise ◦ Review the report for accuracy and completeness, and revise as necessary. Methodologies for Conducting Feasibility Analysis • SWOT Analysis: Identifies strengths, weaknesses, opportunities, and threats. • PEST Analysis: Evaluates political, economic, social, and technological factors. • Financial Modeling: Uses financial models to project costs, revenues, and profitability. • Scenario Analysis: Examines different scenarios to understand potential outcomes and impacts.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.indeed.com/career-advice/career-development/feasibility-report
Evaluation	1) What is the purpose of a feasibility report? 2) Name three key components of a feasibility report. 3) What is SWOT analysis used for in feasibility analysis?



Lesson Plan No. 5.1	Course Name: Entrepreneurship & Innovation Topic: Start Up Revolution in India	Course No.: BBAMJ-501
Objectives	At the end of the lesson the students shall be able to: - To provide an overview of the start-up culture in India and its impact on the economy. - To analyze key government initiatives and policies supporting the start-up ecosystem. - To understand the challenges and opportunities faced by Indian start-ups.	
Teaching Aids (if any)	- Power Point Presentation - Videos	
Teaching Development	Introduction (05 minutes) Introduce the concept of a start-up and explain how India has witnessed a rapid rise in entrepreneurial ventures over the past decade. Highlight how India has become the third-largest start-up ecosystem in the world, driven by innovative ideas, a growing digital economy, and favorable government policies. Development (30 minutes) The Growth of Start-Ups in India: Discuss the rise of start-ups in India, citing data on the number of new ventures, funding growth, and key sectors like FinTech, EdTech, HealthTech, and E-commerce. Highlight significant milestones like the rise of unicorns (companies valued over \$1 billion) and India's emergence as a global hub for innovation. ☐ Government Initiatives and Policies: Explore the various initiatives introduced by the Indian government to boost the start-up ecosystem, such as <i>Startup India</i>, <i>Digital India</i>, and <i>Atal Innovation Mission</i>. Explain how these initiatives offer incentives, tax exemptions, funding, and mentorship to entrepreneurs, promoting a culture of innovation. ☐ Challenges and Opportunities for Start-Ups: Discuss the common challenges faced by Indian start-ups, including funding issues, regulatory hurdles, and competition. Also, focus on opportunities such as digital transformation, access to global markets, and increasing investor confidence. Mention how changing consumer preferences and rapid digitization are creating new avenues for growth.	
Closure	- Summarize the Lesson Learning Outcomes and get affirmation from students on these. - Discuss the University Questions from the Syllabus. - Suggested Reading: Entrepreneurship by Rajeev Roy	

	https://visualisesolutions.co.uk/transforming-india-the-startup-revolution/ https://www.youtube.com/watch?v=574WTJM5-mg
Evaluation	1. What is the <i>Startup India</i> initiative, and how does it support new ventures? 2. Name two sectors that have witnessed rapid start-up growth in India. 3. What are some challenges faced by Indian start-ups in their early stages?



Lesson Plan No. 5.2	Course Name: Entrepreneurship & Innovation Topic: Start Up Revolution in India: Trends & Benefits	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - To understand the current trends in the Indian start-up ecosystem. - To explore the benefits brought by the start-up revolution in India. - To analyze how the government and technological advancements support start-ups
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) The start-up revolution in India has transformed the nation into a hub of innovation and entrepreneurship. Over the last decade, India has become one of the fastest-growing start-up ecosystems globally, driven by technology, digital advancements, and a supportive government. Today, we'll delve into the key trends shaping this movement and the benefits it brings to the economy and society. Development (30 minutes) Trends in the Indian Start-Up Ecosystem: - Emergence of Unicorns: India has produced numerous unicorns, showcasing investor confidence and market growth. By 2024, there are over 100 unicorns valued at over \$1 billion. - Focus on Technology and Innovation: Tech-enabled start-ups dominate, with AI, IoT, fintech, edtech, and healthtech leading the way. Start-ups are leveraging digital platforms to solve traditional problems and meet new consumer demands. - Rise of Tier II and Tier III Start-Ups: Earlier, the start-up culture was limited to metro cities. Now, smaller cities are emerging as hotbeds for start-ups due to lower costs, local opportunities, and government incentives. Benefits of the Start-Up Revolution: - Economic Growth and Job Creation: Start-ups are contributing significantly to GDP and job creation. The Indian start-up sector has generated over 2 million jobs and is forecasted to create many more in the coming years. - Encouragement of Entrepreneurship Culture: The success of start-ups is inspiring more individuals, particularly youth, to pursue entrepreneurship, fostering a risk-taking mindset and creativity. - Attracting Investments and FDI: The boom in start-ups is attracting investments from domestic and international sources, leading to increased capital inflow and better funding opportunities for aspiring entrepreneurs.

	• Role of Government Policies and Initiatives: ○ Startup India Initiative: A flagship initiative launched in 2016, focusing on promoting entrepreneurship through financial aid, regulatory support, and ease of business. ○ Digital India and India Stack: Initiatives that have laid down the infrastructure for start-ups to provide digital services, leading to the democratization of technology. ○ Tax Incentives and Ease of Regulations: Government policies such as tax holidays, faster exit strategies, and ease of business reforms have created a favorable environment for start-up growth.
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://visualisesolutions.co.uk/transforming-india-the-startup-revolution/ https://www.youtube.com/watch?v=574WTJM5-mg
Evaluation	1. What is a unicorn in the context of start-ups? 2. Name one government initiative that has helped boost the start-up culture in India. 3. How have Tier II and Tier III cities contributed to the growth of start-ups in India?



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Lesson Plan No. 5.3	Course Name: Entrepreneurship & Innovation Topic: Corporate Social Responsibility	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - To understand the concept and importance of Corporate Social Responsibility (CSR). - To explore different types of CSR activities practiced by companies. - To analyze the impact of CSR on stakeholders and society at large
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) Corporate Social Responsibility (CSR) is a self-regulating business model that ensures a company is socially accountable to itself, its stakeholders, and the public. It involves actions taken by organizations to positively impact society and the environment beyond their profit motives. In today's business world, CSR has become a key component in determining a company's long-term success and reputation. Companies are increasingly expected to be responsible not just towards shareholders, but also to other stakeholders such as customers, employees, and the community. Development (30 minutes) Types of CSR Activities: - Environmental Initiatives: Companies often engage in activities that promote sustainability and reduce their ecological footprint. Examples include reducing carbon emissions, adopting renewable energy, and waste management practices. - Philanthropic Efforts: Companies contribute to charitable causes, such as donating to local nonprofits, funding educational programs, or supporting health initiatives. - Ethical Business Practices: CSR also includes maintaining high ethical standards, such as ensuring fair labor practices, preventing corruption, and upholding human rights. Benefits of CSR to Businesses and Stakeholders: - Reputation and Brand Loyalty: Companies practicing CSR are often perceived more positively, resulting in higher customer loyalty and brand value. - Employee Satisfaction and Retention: Employees tend to feel more proud and motivated working for socially responsible companies, leading to increased productivity and reduced turnover. - Stakeholder Engagement: CSR encourages greater transparency and communication with stakeholders, leading to improved relationships with investors, customers, and the community.



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Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.businessnewsdaily.com/4679-corporate-social-responsibility.html https://www.youtube.com/watch?v=1bpf_sHebLI
Evaluation	1. What is the primary goal of Corporate Social Responsibility (CSR)? 2. What are the benefits of corporate social responsibility?



Lesson Plan No. 5.4	Course Name: Entrepreneurship & Innovation Topic: Principles of Sustainable Entrepreneurship	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: • Understand the concept of sustainable entrepreneurship. • Explore the core principles that guide sustainable business practices. • Recognize the significance of sustainability in entrepreneurship for long-term business success and social responsibility.
Teaching Aids (if any)	• Power Point Presentation • Videos
Teaching Development	Introduction (05 minutes) Begin with a brief introduction to the concept of entrepreneurship and its evolving nature. Explain that traditional entrepreneurship focuses on profit maximization, while sustainable entrepreneurship integrates social, environmental, and economic goals. Share a real-world example of a business prioritizing sustainability (e.g., Patagonia or Tesla) to illustrate how these principles come to life. Development (30 minutes) Triple Bottom Line (TBL) Approach: Explain the importance of balancing profit, people, and the planet. Emphasize that a sustainable entrepreneur must consider all three dimensions when making business decisions to achieve long-term viability. • Profit: Discuss how financial goals should align with ethical considerations and future-oriented planning. • People: Highlight the need for fair treatment of employees, customers, and communities. • Planet: Illustrate how minimizing environmental impact should be a part of every decision-making process. Circular Economy and Resource Efficiency: Introduce the concept of a circular economy, which encourages reducing waste and maximizing resource efficiency through recycling, reusing, and repurposing products. Explain how sustainable entrepreneurs innovate by designing products that last longer and promote eco-friendly practices throughout the supply chain. Stakeholder Engagement and Social Impact: Emphasize the importance of engaging with stakeholders to create shared value. Explain that sustainable entrepreneurs should involve not only investors and employees but also customers, communities,

Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://sigmaearth.com/what-is-sustainable-entrepreneurship-and-its-principles/#google_vignette https://www.youtube.com/watch?v=vNNofSISyI
Evaluation	1. What is the Triple Bottom Line approach in sustainable entrepreneurship? 2. Which principle of sustainable entrepreneurship focuses on minimizing waste and reusing resources?



Lesson Plan No. 5.5	Course Name: Entrepreneurship & Innovation Topic: Gig Economy and Freelance Entrepreneurship	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - To understand the concept and significance of the gig economy. - To identify the key characteristics of freelance entrepreneurship. - To explore the opportunities and challenges in the gig economy.
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) The gig economy refers to a labor market characterized by short-term contracts or freelance work as opposed to permanent jobs. With the rise of digital platforms and changing work dynamics, more individuals are opting for freelance entrepreneurship, which offers flexibility, autonomy, and diverse work opportunities. Today, we will explore what drives this shift, its benefits, and the potential drawbacks. Development (30 minutes) Definition and Growth of the Gig Economy: - Discuss the emergence of the gig economy and its exponential growth due to technological advancements, digital platforms (like Uber, Fiverr, Upwork), and shifting work culture. <i>Key focus:</i> Rise of short-term contracts, task-based work, and part-time engagements. Characteristics of Freelance Entrepreneurship: - Highlight the key traits of a freelance entrepreneur, including independence, self-discipline, and managing multiple gigs or clients. Explain the entrepreneurial mindset required in a gig economy where one must market their skills and build a personal brand. <i>Key focus:</i> Emphasize skills like adaptability, networking, digital savviness, and resilience. Opportunities and Challenges in the Gig Economy: Discuss the opportunities provided by the gig economy, such as flexible working hours, diverse income streams, and global clientele. Balance it with a discussion on challenges like lack of job security, income inconsistency, and benefits (health insurance, retirement funds, etc.). <i>Key focus:</i> Analyze how freelancers must plan finances and work-life balance effectively.
Closure	- Summarize the Lesson Learning Outcomes and get affirmation from students on these. - Discuss the University Questions from the Syllabus. - Suggested Reading: Entrepreneurship by Raieev Rov

	https://wadhwanifoundation.org/leveraging-the-gig-economy-how-freelancing-can-fuel-your-entrepreneurial-journey/ https://www.youtube.com/watch?v=IlnsMducMoE
Evaluation	1. What are two characteristics that distinguish freelance entrepreneurs in the gig economy? 2. Name two digital platforms that have fueled the growth of the gig economy. 3. What is one major challenge faced by freelancers in the gig economy?



Lesson Plan No. 5.6	Course Name: Entrepreneurship & Innovation Topic: MSME and Policies for Entrepreneurship Development	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the role and significance of Micro, Small, and Medium Enterprises (MSMEs) in economic development. - Explore key policies and schemes aimed at fostering entrepreneurship through MSME development. - Analyze the impact of government policies on MSME growth and entrepreneurial initiatives.
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) Start with a brief discussion on the importance of MSMEs in driving the economy. Mention that MSMEs contribute significantly to employment, exports, and the overall GDP. Highlight the importance of supportive policies in nurturing an entrepreneurial environment. Development (30 minutes) Point 1: Role and Importance of MSMEs in Economic Development (10 minutes) - Explain how MSMEs act as a catalyst for job creation, export promotion, and innovation. - Discuss the benefits of MSMEs in inclusive growth and poverty alleviation. - Share statistics and examples of successful MSMEs to illustrate their economic contributions. Point 2: Policies and Schemes Promoting MSMEs and Entrepreneurship (10 minutes) - Introduce key government policies and initiatives like 'Prime Minister's Employment Generation Programme (PMEGP),' 'MSME Credit Guarantee Fund Scheme,' and 'Startup India.' - Explain financial and non-financial support provided by these policies, including access to credit, subsidies, tax benefits, and infrastructure development. - Discuss the role of public and private collaboration in implementing these policies. Point 3: Impact of Policies on Entrepreneurship Development (10 minutes) - Analyze how policies have led to an increase in MSME registrations, entrepreneurial growth, and self-employment. - Discuss the challenges that entrepreneurs face in accessing and utilizing these policies effectively.

Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://egyankosh.ac.in/bitstream/123456789/79281/3/Unit-13.pdf https://www.youtube.com/watch?v=95O2nW5QV_M
Evaluation	1. What are the key roles of MSMEs in the economic development of a country? 2. Name two government policies or schemes aimed at promoting MSMEs and entrepreneurship. 3. How do policies for MSMEs contribute to the growth of entrepreneurship?



Lesson Plan No. 5.1	Course Name: Entrepreneurship & Innovation Topic: Role of MSME in economic Development of India	Course No.: BBAMJ-501
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Objectives	At the end of the lesson the students shall be able to: - Understand the definition and characteristics of Micro, Small, and Medium Enterprises (MSMEs). - Explore the contribution of MSMEs to India's GDP, employment generation, and exports. - Analyze the challenges faced by MSMEs and government policies supporting their growth
Teaching Aids (if any)	- Power Point Presentation - Videos
Teaching Development	Introduction (05 minutes) Begin the class with a brief explanation of MSMEs and their classification in India. Highlight that these enterprises form the backbone of India's economy by providing employment, contributing to GDP, and boosting exports. Emphasize their critical role in fostering innovation and entrepreneurship. Development (30 minutes) MSMEs' Contribution to GDP and Employment (10 minutes) - Explain how MSMEs contribute around 30% to India's GDP. - Discuss how they generate a significant portion of employment, especially in rural and semi-urban areas. - Mention their role in reducing regional disparities by promoting inclusive growth. Promotion of Entrepreneurship and Innovation (10 minutes) - Highlight how MSMEs encourage self-employment and entrepreneurship by offering opportunities for budding entrepreneurs. - Discuss their involvement in producing innovative and indigenous products that cater to local and international markets. - Explain their adaptability to market demands, allowing them to develop and diversify products quickly. Challenges and Government Initiatives (10 minutes) - Discuss challenges faced by MSMEs, such as limited access to finance, technology gaps, and lack of skilled labor. - Explain key government initiatives like the Pradhan Mantri Mudra Yojana (PMMY), MSME Act, and Digital MSME Scheme. - Highlight the benefits of the Atmanirbhar Bharat initiative and schemes such as the Emergency Credit Line Guarantee Scheme (ECLGS).

Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the University Questions from the Syllabus. 3. Suggested Reading: Entrepreneurship by Rajeev Roy https://www.smfgindiaindia.com/knowledge-center/impact-of-msme-on-indian-economy.aspx https://www.youtube.com/watch?v=8AWwXiG60eI
Evaluation	1. What is the <i>Startup India</i> initiative, and how does it support new ventures? 2. Name two sectors that have witnessed rapid start-up growth in India. 3. What are some challenges faced by Indian start-ups in their early stages?