



Kot Bhalwal, Jammu



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

## Department of MBA

### Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Entrepreneurship and Small Business Management
2.	Course Code	UGSEC-204(C)
3.	Academic Year	2024-25
4.	Semester	2 <sup>nd</sup>
5.	Number of Lesson plans	24
6.	Faculty Assigned	Dr Ankita Nanda

Faculty Signature



<b>Lesson Plan No. 1</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic:</b> Meaning and definition of Entrepreneur and Entrepreneurship, Functions of Entrepreneur	<b>Course No.:</b> UGSEC-204(C)
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Define the terms 'Entrepreneur' and 'Entrepreneurship'. b. Understand the characteristics and roles of an entrepreneur. c. Analyze the various functions performed by an entrepreneur. d. Evaluate the significance of entrepreneurship in economic development.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b> Ask questions. -Who is an entrepreneur you admire and why? - Discuss real-life examples of successful entrepreneurs (e.g., Steve Jobs, Ratan Tata, Elon Musk). - Provide an overview of the historical evolution of entrepreneurship - Introduce the formal definition of 'Entrepreneur' - Introduce the formal definition of 'Entrepreneurship'</p> <p><b>2. Development (30 minutes)</b> <b>Meaning &amp; Definition of Entrepreneur and Entrepreneurship</b> - Define 'Entrepreneur' and discuss key characteristics such as risk-taking, innovation, and leadership. - Explain 'Entrepreneurship' as a process that involves opportunity identification, resource mobilization, and business creation. - Discuss different types of entrepreneurs (Innovative, Imitative, Fabian, Drone, Social, etc.).</p> <p><b>Functions of an Entrepreneur</b> - Innovation: How entrepreneurs bring new ideas, products, and processes to the market. - Risk Bearing: The role of uncertainty in entrepreneurship and how entrepreneurs manage risks. - Organization &amp; Management: Coordinating resources, hiring employees, and leading teams. - Decision Making: Strategic choices related to business growth and sustainability. - Market Research &amp; Customer Understanding: Identifying consumer needs and market gaps. - Contribution to Economic Development: Job creation, wealth generation, and fostering competition.</p>



	<p><b>2.Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"><li>- Ask students to list down qualities they believe are essential for an entrepreneur and discuss their relevance.</li><li>- Short group discussion on 'If you were to start a business, what would it be and why?'</li></ul>
<b>Closure</b>	<ul style="list-style-type: none"><li>- Summarize key learning points.</li><li>- Reinforce the significance of entrepreneurship in personal and national economic growth.</li><li>- Seek student feedback on key takeaways from the lesson.</li></ul> <p>Spend 5 minutes to wrap up and consolidate the learnings.</p> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"><li>- 'Innovation and Entrepreneurship' by Peter Drucker</li><li>- 'The Lean Startup' by Eric Ries</li></ul> <p><b>Homework</b></p> <p>Students will research and prepare a one-page report on a successful entrepreneur of their choice, highlighting their journey and key entrepreneurial traits.</p>
<b>Evaluation</b>	<p>Reflective Questions (What, why, Who?). Allow students to answer.</p> <p>Conduct Discussion</p> <ul style="list-style-type: none"><li>• 'Why is risk-taking important for an entrepreneur?'</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 2</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic:</b> Characteristics & Types of entrepreneurs; Factors influencing entrepreneurship	<b>Course No.:</b> UGSEC-204(C)
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Identify and explain the key characteristics of an entrepreneur. b. Classify different types of entrepreneurs based on their roles and attributes. c. Analyze the various internal and external factors that influence entrepreneurship. d. Evaluate how entrepreneurial characteristics and influencing factors contribute to business success.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction</b> (10 minutes) Ask questions. - Begin with an engaging question: "What qualities do you think are essential for an entrepreneur?" - Discuss real-life examples of entrepreneurs with distinct characteristics (e.g., Steve Jobs for innovation, Dhirubhai Ambani for risk-taking). - Introduce the formal concept of entrepreneurial characteristics and their significance.</p> <p><b>2. Development</b> (30 minutes) <b>Characteristics of Entrepreneurs</b></p> <ul style="list-style-type: none"> <li>• Explain key traits such as innovation, risk-taking, leadership, perseverance, and adaptability.</li> <li>• Discuss how these traits contribute to entrepreneurial success.</li> <li>• Provide real-world examples of entrepreneurs demonstrating these traits.</li> </ul> <p><b>Types of Entrepreneurs</b></p> <ul style="list-style-type: none"> <li>• Innovative Entrepreneur</li> <li>• Imitative Entrepreneur</li> <li>• Fabian Entrepreneur</li> <li>• Drone Entrepreneur</li> <li>• Social Entrepreneur</li> <li>• Serial Entrepreneur</li> <li>• Women Entrepreneur</li> <li>• Explain each type with relevant examples.</li> </ul> <p><b>Factors Influencing Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Internal Factors: Personal motivation, education, experience, risk-taking ability, and financial resources.</li> </ul>



	<ul style="list-style-type: none"> <li>External Factors: Government policies, economic conditions, social and cultural environment, technological advancements, and market trends.</li> <li>Discuss how these factors shape entrepreneurial ventures and decision-making.</li> </ul> <p><b>2.Exercise (5 minutes) –</b> Ask students to identify an entrepreneur they admire and list the characteristics they possess. Group discussion on "Which type of entrepreneur do you relate to the most and why?"</p>
<b>Closure</b>	<p><b>Summarize key learning points.</b> Reinforce how entrepreneurial characteristics and external factors interact in shaping success. Seek student feedback on key takeaways from the lesson.</p> <p><b>Suggested Reading</b> "Entrepreneurship" by Robert Hisrich "The E-Myth Revisited" by Michael E. Gerber</p> <p><b>Homework</b></p> <ul style="list-style-type: none"> <li>Students will research and present a case study on an entrepreneur, identifying their characteristics and the factors influencing their success.</li> </ul>
<b>Evaluation</b>	<p>Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as "How do external factors impact entrepreneurial success?" Have students summarize in one sentence what they learned from the lesson. Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 3</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic: Barriers to Entrepreneurship, Entrepreneur vs. Manager</b>	<b>Course No.: UGSEC-204(C)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Identify and explain the common barriers to entrepreneurship. b. Differentiate between an entrepreneur and a manager. c. Analyze how barriers impact entrepreneurial ventures and strategies to overcome them. d. Evaluate the key roles of entrepreneurs and managers in business success.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction</b> (10 minutes) Ask questions. Begin with an engaging question: "What challenges do entrepreneurs face when starting a business?" Discuss real-life examples of entrepreneurs who have overcome barriers (e.g., Elon Musk, Oprah Winfrey). Introduce the formal concept of barriers to entrepreneurship and the entrepreneur vs. manager distinction.</p> <p><b>2. Development</b> (30 minutes) <b>Barriers to Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>Financial Constraints: Lack of funding and access to capital.</li> <li>Regulatory and Legal Issues: Licensing, permits, and compliance challenges.</li> <li>Market Barriers: Competition, customer acceptance, and market entry challenges.</li> <li>Psychological Barriers: Fear of failure, risk aversion, and lack of confidence.</li> <li>Social and Cultural Barriers: Family pressure, societal norms, and lack of networking opportunities.</li> <li>Technological Barriers: Access to technology and digital skill gaps.</li> <li>Discuss strategies to overcome these barriers.</li> </ul> <p><b>Entrepreneur vs. Manager</b></p> <ul style="list-style-type: none"> <li>Define the roles of an entrepreneur and a manager.</li> <li>Key Differences: <ul style="list-style-type: none"> <li>Vision and Risk-Taking (Entrepreneurs focus on innovation, while managers focus on efficiency).</li> <li>Decision-Making (Entrepreneurs make strategic decisions, managers implement and optimize).</li> <li>Focus (Entrepreneurs create opportunities, managers maintain stability).</li> </ul> </li> </ul>



	<ul style="list-style-type: none"><li>○ Ownership vs. Employment (Entrepreneurs own the business, managers work for it).</li><li>• Provide examples of entrepreneurs and managers from well-known companies.</li></ul> <p><b>2.Exercise (5 minutes) –</b> Think, pair and Share</p>
<b>Closure</b>	<p><b>Summarize key learning points.</b></p> <ul style="list-style-type: none"><li>• Reinforce how entrepreneurs and managers complement each other in a business.</li><li>• Seek student feedback on key takeaways from the lesson.</li></ul> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"><li>• "The Innovator's Dilemma" by Clayton Christensen, Harvard Business Review Press, 1997.</li><li>• "Entrepreneurship" by Robert Hisrich, McGraw Hill Education, 11th Edition, 2020.</li></ul>
<b>Evaluation</b>	<p>Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion</p> <ul style="list-style-type: none"><li>• Ask reflective questions such as "Why is risk-taking a key trait of an entrepreneur but not necessarily a manager?"</li><li>• Have students summarize in one sentence what they learned from the lesson</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 4</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic: Entrepreneurship Competencies</b>	<b>Course No.: UGSEC-204(C)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Define entrepreneurship competencies and their significance. b. Identify the key competencies required for successful entrepreneurship. c. Analyze the role of competencies in business decision-making and problem-solving. d. Evaluate ways to develop and enhance entrepreneurial competencies.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>2. Development (30 minutes)</b> <b>Entrepreneurial Competencies</b></p> <ul style="list-style-type: none"> <li>• Explain the core competencies essential for entrepreneurship:             <ul style="list-style-type: none"> <li>○ Opportunity Recognition</li> <li>○ Creativity and Innovation</li> <li>○ Risk-Taking</li> <li>○ Leadership and Team Management</li> <li>○ Decision-Making</li> <li>○ Problem-Solving</li> <li>○ Networking and Relationship Building</li> <li>○ Financial Literacy</li> <li>○ Adaptability and Resilience</li> </ul> </li> <li>• Discuss how these competencies impact entrepreneurial ventures.</li> <li>• Provide real-world case studies illustrating these competencies in action.</li> </ul> <p><b>Developing Entrepreneurial Competencies</b></p> <ul style="list-style-type: none"> <li>• Formal education and training programs.</li> <li>• Experiential learning through internships, mentorships, and real-world business exposure.</li> <li>• Self-learning through books, podcasts, and online courses.</li> <li>• Networking with successful entrepreneurs and industry experts.</li> <li>• Practicing problem-solving through business simulations and case studies.</li> </ul> <p><b>3. Exercise (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Ask students to reflect on their personal strengths and weaknesses concerning entrepreneurial competencies.</li> <li>• Group discussion: "Which competency do you think is the most important for an entrepreneur and why?"</li> </ul>
<b>Closure</b>	<p><b>Summarize key learning points.</b></p> <ul style="list-style-type: none"> <li>• Reinforce how entrepreneurship competencies contribute to business success.</li> <li>• Seek student feedback on key takeaways from the lesson.</li> </ul>



	<ul style="list-style-type: none"><li>• <b>Suggested Reading</b></li><li>• "Entrepreneurship: Successfully Launching New Ventures" by Bruce R. Barringer and R. Duane Ireland, Pearson, 6th Edition, 2021.</li><li>• "Effectual Entrepreneurship" by Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank, and Anne-Valérie Ohlsson, Routledge, 2nd Edition, 2016</li><li>•</li></ul>
<b>Evaluation</b>	Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Which entrepreneurial competency do you think is your strongest and why?" "How can risk-taking be managed effectively in business?" "What steps can you take today to improve your entrepreneurial competencies?" Spend 5 minutes to evaluate student assimilation of the lesson contents



<b>Lesson Plan No. 4</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic: Entrepreneurship as a catalyst to economic development</b>	<b>Course No.: UGSEC-204(C)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the role of entrepreneurship in economic development. b. Analyze how entrepreneurs contribute to job creation, innovation, and economic growth. c. Evaluate the impact of entrepreneurship on different sectors of the economy. d. Discuss policies and support mechanisms that foster entrepreneurial activity.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b> Begin with a question: "How do businesses contribute to economic growth?" Discuss examples of entrepreneurs who have significantly impacted economies (e.g., Narayana Murthy, Steve Jobs). Introduce the concept of entrepreneurship as a driver of economic progress</p> <p><b>2. Development (30 Mins)</b> <b>Entrepreneurship and Economic Development</b></p> <ul style="list-style-type: none"> <li>• Job Creation: How startups and small businesses generate employment.</li> <li>• Innovation: The role of entrepreneurs in introducing new products, services, and business models.</li> <li>• Wealth Creation: How entrepreneurship contributes to GDP and national income.</li> <li>• Regional Development: The impact of entrepreneurship on urban and rural economic growth.</li> <li>• Social Entrepreneurship: How businesses address societal challenges while making profits.</li> <li>• Foreign Investment and Trade: How entrepreneurship attracts investment and boosts exports.</li> <li>• Technological Advancements: The role of startups in driving technological progress.</li> </ul> <p><b>Government Policies and Support for Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Role of government in fostering entrepreneurship through policies, grants, and incentives.</li> <li>• Entrepreneurial ecosystems: Incubators, accelerators, and venture capital.</li> <li>• Ease of Doing Business: Regulatory reforms to promote entrepreneurship.</li> </ul>



	<ul style="list-style-type: none"><li>• Case studies of successful government interventions (e.g., Startup India, Silicon Valley policies).</li></ul> <p><b>Exercise (5 minutes)</b></p> <ul style="list-style-type: none"><li>• Group discussion: "How can entrepreneurship solve economic challenges in your region?"</li><li>• Ask students to identify an industry where entrepreneurship has led to economic development and discuss its impact.</li></ul>
<b>Closure</b>	<p><b>Summarize key learning points.</b></p> <ul style="list-style-type: none"><li>• Reinforce how entrepreneurship acts as a catalyst for economic transformation.</li><li>• Seek student feedback on key takeaways from the lesson.</li></ul> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"><li>• "The Lean Startup" by Eric Ries, Crown Business, 2011.</li><li>• "Innovation and Entrepreneurship" by Peter Drucker, HarperBusiness, 2006.</li></ul>
<b>Evaluation</b>	<p>Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as: "What are the biggest challenges entrepreneurs face in contributing to economic development?" "How does entrepreneurship reduce unemployment?" "In what ways can governments further support entrepreneurial activities?" Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 6</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic: Entrepreneurial process</b>	<b>Course No.: UGSEC-204(C)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the concept of the entrepreneurial process. b. Identify and explain the key stages of the entrepreneurial process. c. Analyze the challenges and opportunities at each stage of the process. d. Evaluate strategies for successfully navigating the entrepreneurial journey.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b> Begin with a question: "What do you think are the steps to starting a successful business?" Discuss examples of entrepreneurs and how they navigated the entrepreneurial process (e.g., Elon Musk, Indra Nooyi). Introduce the concept of the entrepreneurial process and its importance.</p> <p><b>2. Development (30 minutes)</b> <b>Stages of the Entrepreneurial Process</b></p> <ul style="list-style-type: none"> <li>• <b>Idea Generation:</b> Identifying opportunities, creativity, and innovation.</li> <li>• <b>Feasibility Analysis:</b> Conducting market research and evaluating business viability.</li> <li>• <b>Business Planning:</b> Developing a structured business model, financial planning, and strategy formulation.</li> <li>• <b>Resource Mobilization:</b> Acquiring financial, human, and technological resources.</li> <li>• <b>Implementation &amp; Launch:</b> Setting up operations, marketing, and business execution.</li> <li>• <b>Growth &amp; Expansion:</b> Scaling up, diversifying, and sustaining the business.</li> <li>• <b>Exit Strategy:</b> Selling, merging, or transitioning the business.</li> </ul> <p><b>Challenges in the Entrepreneurial Process</b></p> <ul style="list-style-type: none"> <li>• Financial constraints.</li> <li>• Market uncertainties.</li> <li>• Competition and innovation challenges.</li> <li>• Legal and regulatory hurdles.</li> <li>• Risk management and strategic decision-making.</li> </ul> <p><b>3. Exercise (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Group discussion: "Which stage of the entrepreneurial process do you find most challenging and why?"</li> <li>• Ask students to outline a brief business idea and describe how they would navigate each stage.</li> </ul>



<b>Closure</b>	<p><b>Summarize key learning points.</b></p> <ul style="list-style-type: none"><li>• Reinforce how a structured entrepreneurial process increases the chances of business success.</li><li>• Seek student feedback on key takeaways from the lesson.</li></ul> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"><li>• "Entrepreneurship: Theory, Process, and Practice" by Donald F. Kuratko, Cengage Learning, 11th Edition, 2020.</li><li>• "The Startup Owner's Manual" by Steve Blank and Bob Dorf, K&amp;S Ranch Publishing, 2012.</li></ul> <p><b>Homework</b></p> <ul style="list-style-type: none"><li>• Students will draft a business idea and outline how they would apply the entrepreneurial process to bring it to life.</li></ul>
<b>Evaluation</b>	<p>Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as: "Which stage of the entrepreneurial process do you think is most crucial and why?" "What factors influence the success of a business plan?" "How can entrepreneurs overcome challenges in resource mobilization?" Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 7</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic: Idea Generation, Screening</b>	<b>Course No.: UGSEC-204(C)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the importance of idea generation in entrepreneurship. b. Identify various techniques for generating business ideas. c. Analyze the process of screening business ideas to select viable opportunities. d. Evaluate strategies for refining and validating business ideas.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b> Begin with a question: "Where do great business ideas come from?" Discuss examples of successful businesses that started with simple yet innovative ideas (e.g., Airbnb, Uber). Introduce the concept of idea generation and its significance in entrepreneurship.</p> <p><b>2. Development (30 minutes)</b> <b>Idea Generation</b></p> <ul style="list-style-type: none"> <li>• Sources of Business Ideas:             <ul style="list-style-type: none"> <li>○ Market Gaps and Customer Needs</li> <li>○ Personal Experiences and Hobbies</li> <li>○ Technological Advancements</li> <li>○ Industry Trends and Innovations</li> <li>○ Problem-Solving Approach</li> </ul> </li> <li>• Techniques for Idea Generation:             <ul style="list-style-type: none"> <li>○ Brainstorming</li> <li>○ Mind Mapping</li> <li>○ SCAMPER (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse)</li> <li>○ Design Thinking</li> <li>○ Crowdsourcing and Networking</li> </ul> </li> </ul> <p><b>Idea Screening</b></p> <ul style="list-style-type: none"> <li>• Importance of Screening: Filtering out impractical and unviable ideas.</li> <li>• Criteria for Evaluating Ideas:             <ul style="list-style-type: none"> <li>○ Feasibility and Market Demand</li> <li>○ Financial Viability</li> <li>○ Scalability and Growth Potential</li> <li>○ Competitive Advantage</li> <li>○ Alignment with Entrepreneur's Strengths</li> </ul> </li> <li>• Techniques for Screening:             <ul style="list-style-type: none"> <li>○ SWOT Analysis</li> </ul> </li> </ul>



	<ul style="list-style-type: none"><li>○ Business Model Canvas</li><li>○ Prototyping and Minimum Viable Product (MVP)</li><li>○ Customer Validation and Market Testing</li></ul> <p><b>3. Exercise (5 minutes)</b></p> <ul style="list-style-type: none"><li>• Ask students to brainstorm and list three business ideas based on market needs.</li><li>• Group activity: Students will screen their ideas using SWOT analysis and select the most viable one.</li></ul> <p><b>Homework</b></p> <ul style="list-style-type: none"><li>• Students will research and identify a real-world problem and propose a business idea to solve it.</li></ul>
<b>Closure</b>	<p><b>Summarize key learning points.</b></p> <ul style="list-style-type: none"><li>• Reinforce the importance of structured idea generation and screening for entrepreneurial success.</li><li>• Seek student feedback on key takeaways from the lesson.</li></ul> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"><li>• "Creativity, Inc." by Ed Catmull, Random House, 2014.</li><li>• "The Lean Startup" by Eric Ries, Crown Business, 2011.</li></ul>
<b>Evaluation</b>	<p>Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as: "What makes an idea innovative and unique?" "Why is it important to validate an idea before launching a business?" "What are the common mistakes entrepreneurs make when selecting business ideas?" "How can an entrepreneur determine if an idea has market demand?" Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 8</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic: Project Identification, Creative Performance</b>	<b>Course No.: UGSEC-204(C)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the concept of project identification in entrepreneurship. b. Identify various methods for selecting viable business projects. c. Analyze the role of creativity in business success. d. Evaluate strategies to enhance creative performance in entrepreneurial ventures.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b> Begin with a question: "How do entrepreneurs decide which business idea to pursue?" Discuss examples of successful business projects that started from creative ideas (e.g., Tesla, Paytm). Introduce the concepts of project identification and creative performance.</p> <p><b>2. Development (30 minutes)</b> <b>Project Identification</b></p> <ul style="list-style-type: none"> <li>• Sources for Identifying Business Projects:             <ul style="list-style-type: none"> <li>○ Market Needs and Gaps</li> <li>○ Technological Innovations</li> <li>○ Government Policies and Incentives</li> <li>○ Social and Environmental Problems</li> <li>○ Industry and Consumer Trends</li> </ul> </li> <li>• Steps in Project Identification:             <ul style="list-style-type: none"> <li>○ Environmental Scanning</li> <li>○ Feasibility Analysis</li> <li>○ Risk Assessment</li> <li>○ Market Validation</li> <li>○ Financial and Operational Planning</li> </ul> </li> </ul> <p><b>Creative Performance in Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Importance of Creativity in Business:             <ul style="list-style-type: none"> <li>○ Differentiation and Competitive Advantage</li> <li>○ Problem-Solving and Innovation</li> <li>○ Enhancing Customer Experience</li> </ul> </li> <li>• Techniques to Enhance Creative Performance:             <ul style="list-style-type: none"> <li>○ Brainstorming and Mind Mapping</li> <li>○ Lateral Thinking</li> <li>○ Design Thinking</li> <li>○ Experimentation and Prototyping</li> <li>○ Encouraging a Culture of Innovation</li> </ul> </li> </ul>



	<p><b>3. Exercise (5 minutes)</b></p> <ul style="list-style-type: none"><li>• Individual Activity: Students will list three potential business projects based on current market trends.</li><li>• Group Discussion: Teams will select one project and brainstorm creative strategies to improve it.</li></ul>
<b>Closure</b>	<p><b>Summarize key learning points.</b></p> <ul style="list-style-type: none"><li>• Reinforce the importance of project identification and creativity in entrepreneurship.</li><li>• Seek student feedback on key takeaways from the lesson.</li></ul> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"><li>• "Creativity, Inc." by Ed Catmull, Random House, 2014.</li><li>• "The Art of Innovation" by Tom Kelley, Crown Business, 2001.</li></ul>
<b>Evaluation</b>	<p>Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as: What factors should an entrepreneur consider when identifying a business project?" "Why is creativity important in entrepreneurship?" "How can entrepreneurs foster a creative mindset?" "What are the risks of not using creativity in project development?" "How can an entrepreneur determine if an idea has market demand?" Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 9</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic:</b> Feasibility Analysis, Economic, Marketing, Financial and Technical;	<b>Course No.:</b> UGSEC-204(C)
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the concept of feasibility analysis in entrepreneurship. b. Identify the key components of feasibility analysis: economic, marketing, financial, and technical. c. Analyze how feasibility studies help in assessing business viability. d. Evaluate strategies for conducting an effective feasibility analysis
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b> Begin with a question: "Why do businesses fail despite having great ideas?" Discuss the importance of feasibility analysis in reducing risks and ensuring business viability. Introduce the different dimensions of feasibility analysis.</p> <p><b>2. Development (30 minutes)</b> <b>Components of Feasibility Analysis</b> <b>Economic Feasibility:</b></p> <ul style="list-style-type: none"> <li>Assessing the overall economic environment.</li> <li>Identifying demand and supply factors.</li> <li>Evaluating industry growth and economic sustainability.</li> </ul> <p><b>Marketing Feasibility:</b></p> <ul style="list-style-type: none"> <li>Market research and target audience identification.</li> <li>Competitive analysis and positioning.</li> <li>Sales forecasting and pricing strategies.</li> </ul> <p><b>Financial Feasibility:</b></p> <ul style="list-style-type: none"> <li>Estimating startup costs and capital requirements.</li> <li>Projecting revenue, expenses, and profitability.</li> <li>Identifying funding sources and financial risks.</li> </ul> <p><b>Technical Feasibility:</b></p> <ul style="list-style-type: none"> <li>Assessing technological requirements and infrastructure.</li> <li>Evaluating production processes and operational efficiency.</li> <li>Identifying potential technical risks and solutions.</li> </ul> <p><b>Steps in Conducting a Feasibility Analysis</b></p> <ul style="list-style-type: none"> <li>Defining the business idea.</li> <li>Conducting research and data collection.</li> <li>Analyzing each component critically.</li> <li>Preparing a feasibility report and making recommendations.</li> </ul> <p><b>3. Exercise (5 minutes)</b></p> <ul style="list-style-type: none"> <li>Group Activity: Students will select a business idea and conduct a brief feasibility analysis covering all four components.</li> </ul>



	<ul style="list-style-type: none"> <li>• Discussion: Each group presents their findings and evaluates their business idea's viability.</li> </ul>
<b>Closure</b>	<p><b>Summarize key learning points.</b></p> <ul style="list-style-type: none"> <li>• Reinforce the importance of feasibility analysis in reducing business risks.</li> <li>• Seek student feedback on key takeaways from the lesson.</li> </ul> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"> <li>• "New Venture Creation: Entrepreneurship for the 21st Century" by Jeffry Timmons and Stephen Spinelli, McGraw-Hill Education, 10th Edition, 2016.</li> <li>• "The Lean Startup" by Eric Ries, Crown Business, 2011.</li> </ul> <p><b>Homework</b></p> <ul style="list-style-type: none"> <li>• Students will research and prepare a feasibility analysis report for a chosen business idea.</li> </ul>
<b>Evaluation</b>	<p><b>Reflective Questions</b> (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as: "Why is feasibility analysis important before launching a business?" "Which component of feasibility analysis is the most critical and why?" "How can entrepreneurs use feasibility analysis to secure funding?" "What are common mistakes entrepreneurs make in feasibility analysis?" Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 10</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic:</b> Project Planning, Evaluation, Monitoring and Control segmentation; Project Feasibility and Project Appraisal	<b>Course No.: UGSEC-204(C)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the key stages of project planning and its significance. b. Analyze the processes of project evaluation, monitoring, and control segmentation. c. Evaluate project feasibility and the importance of project appraisal. d. Apply tools and techniques for assessing and managing projects effectively.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b></p> <ul style="list-style-type: none"> <li>Begin with a question: "What are the key factors that determine a project's success?"</li> <li>Discuss real-world examples of successful and failed projects due to planning and control gaps.</li> <li>Introduce the concepts of project planning, evaluation, monitoring, control, feasibility, and appraisal.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <p><b>Project Planning</b></p> <ul style="list-style-type: none"> <li>Definition and Importance of Project Planning.</li> <li>Key Elements of Project Planning:             <ul style="list-style-type: none"> <li>Defining objectives and scope.</li> <li>Identifying resources and timelines.</li> <li>Risk assessment and contingency planning.</li> <li>Budgeting and financial forecasting.</li> </ul> </li> </ul> <p><b>Project Evaluation, Monitoring, and Control Segmentation</b></p> <ul style="list-style-type: none"> <li><b>Project Evaluation:</b> Measuring project feasibility, expected outcomes, and alignment with objectives.</li> <li><b>Monitoring:</b> Tracking progress through Key Performance Indicators (KPIs) and milestones.</li> <li><b>Control Segmentation:</b> <ul style="list-style-type: none"> <li>Identifying deviations and corrective actions.</li> <li>Real-time adjustments to project execution.</li> <li>Risk mitigation and issue resolution.</li> </ul> </li> </ul> <p><b>Project Feasibility and Project Appraisal</b></p> <ul style="list-style-type: none"> <li><b>Project Feasibility:</b> <ul style="list-style-type: none"> <li>Market Feasibility: Demand analysis and competition study.</li> <li>Technical Feasibility: Resource and infrastructure requirements.</li> </ul> </li> </ul>



	<ul style="list-style-type: none"><li>○ Financial Feasibility: Investment analysis, ROI, and cost-benefit analysis.</li><li>○ Operational Feasibility: Scalability and sustainability considerations.</li></ul> <p><b>Project Appraisal:</b></p> <ul style="list-style-type: none"><li>○ Economic Appraisal: Economic impact and contribution.</li><li>○ Financial Appraisal: Capital structuring and funding decisions.</li><li>○ Social and Environmental Appraisal: Compliance with sustainability and ethical norms.</li></ul> <p><b>3. Exercise (5 minutes)</b></p> <ul style="list-style-type: none"><li>● Group Activity: Students will select a hypothetical business project and outline its feasibility study.</li><li>● Discussion: Each group presents its project and key appraisal parameters.</li></ul>
<b>Closure</b>	<p><b>Summarize key learning points.</b></p> <ul style="list-style-type: none"><li>● Reinforce the importance of structured project management and feasibility analysis.</li><li>● Seek student feedback on key takeaways from the lesson.</li></ul> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"><li>● "Project Management: A Systems Approach to Planning, Scheduling, and Controlling" by Harold Kerzner, Wiley, 12th Edition, 2017.</li><li>● "The Fast Forward MBA in Project Management" by Eric Verzuh, Wiley, 6th Edition, 2021.</li></ul>
<b>Evaluation</b>	<p>Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as: "Why is project planning crucial for success?" "What are the common challenges in project monitoring and control?" "How can financial feasibility impact project execution?" Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 11</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic: Challenges of New Venture Start-Up, Reasons for failure of New Venture.</b>	<b>Course No.: UGSEC-204(C)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>a. Identify the common challenges faced by new ventures.</li> <li>b. Analyze the key reasons why new ventures fail.</li> <li>c. Evaluate strategies to overcome start-up challenges.</li> <li>d. Discuss real-world examples of failed and successful ventures.</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>a. Power Point Presentation</li> <li>b. Chalk and Talk</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b></p> <ul style="list-style-type: none"> <li>• Begin with a question: "Why do some businesses succeed while others fail?"</li> <li>• Discuss examples of start-ups that faced major challenges but succeeded (e.g., Amazon, Tesla).</li> <li>• Introduce the concept of start-up challenges and the reasons for business failure.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <p><b>Challenges of New Venture Start-Up</b></p> <ul style="list-style-type: none"> <li>• <b>Financial Constraints:</b> Lack of funding, difficulty securing investment, and cash flow management.</li> <li>• <b>Market Uncertainty:</b> Unclear demand, changing consumer preferences, and competition.</li> <li>• <b>Operational Issues:</b> Building a team, supply chain management, and infrastructure setup.</li> <li>• <b>Regulatory and Legal Barriers:</b> Licensing, compliance, and taxation issues.</li> <li>• <b>Scaling Difficulties:</b> Managing growth, expanding operations, and adapting to market changes.</li> <li>• <b>Technological Challenges:</b> Implementing new technology and staying competitive.</li> </ul> <p><b>Reasons for Failure of New Ventures</b></p> <ul style="list-style-type: none"> <li>• <b>Lack of Market Need:</b> Business ideas that do not address real problems.</li> <li>• <b>Poor Business Model:</b> Ineffective revenue generation strategies.</li> <li>• <b>Financial Mismanagement:</b> Inadequate capital, overspending, or poor financial planning.</li> <li>• <b>Weak Leadership and Team:</b> Lack of experience or mismatched team dynamics.</li> <li>• <b>Ineffective Marketing Strategies:</b> Failure to reach target customers effectively.</li> <li>• <b>Ignoring Competition:</b> Underestimating market competitors and industry trends.</li> </ul>



	<ul style="list-style-type: none"><li>• <b>Failure to Adapt:</b> Inability to pivot in response to market changes.</li></ul> <p><b>3. Exercise (5 minutes)</b></p> <ul style="list-style-type: none"><li>• Group discussion: "Identify a failed start-up and analyze the key reasons behind its failure."</li><li>• Ask students to brainstorm potential solutions for overcoming common start-up challenges.</li></ul>
<b>Closure</b>	<p><b>Summarize key learning points.</b></p> <ul style="list-style-type: none"><li>• Reinforce the importance of planning, adaptability, and financial management in new ventures.</li><li>• Seek student feedback on key takeaways from the lesson.</li></ul> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"><li>• "The Lean Startup" by Eric Ries, Crown Business, 2011.</li><li>• "Why Startups Fail" by Tom Eisenmann, Currency, 2021.</li></ul> <p><b>Homework</b></p> <ul style="list-style-type: none"><li>• Students will research a failed start-up and present a report on its challenges and reasons for failure</li></ul>
<b>Evaluation</b>	<p>Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as: "Which challenge do you think is the hardest to overcome for a start-up and why?" "How can entrepreneurs identify market demand before launching a business?" Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 12</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic: Factors Influencing the Establishment of Small-Scale Industries</b>	<b>Course No.: UGSEC-204(C)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the significance of small-scale industries (SSIs) in economic development. b. Identify the key factors that influence the establishment of SSIs. c. Analyze how these factors impact the success or failure of small-scale industries. d. Evaluate strategies to promote and sustain SSIs.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b></p> <ul style="list-style-type: none"> <li>Begin with a question: "What are small-scale industries, and why are they important?"</li> <li>Discuss examples of successful small-scale industries and their impact on employment and economic growth.</li> <li>Introduce the various factors that influence the establishment of SSIs.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <p><b>Factors Influencing the Establishment of Small-Scale Industries</b></p> <ul style="list-style-type: none"> <li><b>Availability of Raw Materials:</b> Proximity to resources and supply chain management.</li> <li><b>Capital and Financial Support:</b> Access to funding, loans, and government subsidies.</li> <li><b>Government Policies and Regulations:</b> Licensing, taxation, and legal frameworks.</li> <li><b>Market Demand and Competition:</b> Identifying consumer needs and competitive analysis.</li> <li><b>Technology and Infrastructure:</b> Availability of machinery, IT support, and operational facilities.</li> <li><b>Skilled and Unskilled Labor:</b> Workforce availability and training programs.</li> <li><b>Location and Logistics:</b> Transport facilities, industrial zones, and market proximity.</li> <li><b>Entrepreneurial Ability and Management Skills:</b> Leadership, business planning, and strategic decision-making.</li> <li><b>Support from Financial Institutions and Incubators:</b> Role of banks, microfinance, and startup incubators in promoting SSIs.</li> </ul> <p><b>Challenges in Establishing SSIs</b></p> <ul style="list-style-type: none"> <li>Limited access to capital.</li> <li>Competition from large-scale industries.</li> <li>Regulatory and bureaucratic hurdles.</li> </ul>



	<ul style="list-style-type: none"><li>• Difficulty in marketing and distribution.</li><li>• Lack of technological advancements.</li></ul> <p><b>3. Exercise (5 minutes)</b></p> <ul style="list-style-type: none"><li>• Group discussion: "Identify a small-scale industry in your region and analyze the key factors that contributed to its establishment."</li><li>• Ask students to brainstorm possible challenges SSIs face and propose solutions.</li></ul>
<b>Closure</b>	<p><b>Summarize key learning points.</b></p> <ul style="list-style-type: none"><li>• Reinforce the importance of SSIs in economic and social development.</li><li>• Seek student feedback on key takeaways from the lesson.</li></ul> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"><li>• "Small-Scale Industries and Economic Development" by K. K. Puri, Himalaya Publishing House, 3rd Edition, 2020.</li><li>• "Entrepreneurship Development" by S.S. Khanka, S. Chand Publishing, 2013.</li></ul>
<b>Evaluation</b>	<p>Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as: "Which factors do you think is the most important in establishing an SSI and why?" "How can government policies better support SSIs?" "What role does technology play in the growth of small-scale industries?" Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 13</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic:</b> Planning and Management Techniques: Business planning essentials (vision, mission, goals)	<b>Course No.:</b> UGSEC-204(C)
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the significance of business planning in entrepreneurship. b. Define and differentiate between vision, mission, and goals. c. Analyze how business planning elements guide strategic decision-making. d. Evaluate the impact of effective planning on business success.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b></p> <ul style="list-style-type: none"> <li>Begin with a question: "Why do businesses need a clear plan before starting operations?"</li> <li>Discuss examples of successful companies with strong vision and mission statements (e.g., Tesla, Google, Tata Group).</li> <li>Introduce the concept of business planning and its core components.</li> </ul> <p><b>2. Development (30 minutes)</b> <b>Business Planning Essentials</b></p> <ul style="list-style-type: none"> <li><b>Vision Statement:</b> Long-term aspirations and future direction of a business. <ul style="list-style-type: none"> <li>Characteristics of a good vision statement.</li> <li>Examples of vision statements from leading companies.</li> </ul> </li> <li><b>Mission Statement:</b> Purpose and core values of the business. <ul style="list-style-type: none"> <li>How mission statements guide daily operations and decision-making.</li> <li>Key elements of an effective mission statement.</li> </ul> </li> <li><b>Goals and Objectives:</b> Measurable targets that help achieve the vision and mission. <ul style="list-style-type: none"> <li>Difference between short-term and long-term goals.</li> <li>SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goal-setting framework.</li> </ul> </li> </ul> <p><b>Importance of Business Planning</b></p> <ul style="list-style-type: none"> <li>Provides a roadmap for business growth.</li> <li>Helps in resource allocation and risk management.</li> <li>Attracts investors and stakeholders.</li> <li>Enhances decision-making and organizational focus.</li> </ul> <p><b>3. Exercise (5 minutes)</b></p> <ul style="list-style-type: none"> <li>Group activity: "Draft a vision and mission statement for a startup idea of your choice."</li> <li>Ask students to outline three SMART goals for their business idea.</li> </ul>



<b>Closure</b>	<b>Summarize key learning points.</b> <ul style="list-style-type: none"><li>• Reinforce how vision, mission, and goals create a strong foundation for business success.</li><li>• Seek student feedback on key takeaways from the lesson.</li></ul> <b>Suggested Reading</b> <ul style="list-style-type: none"><li>• "Business Model Generation" by Alexander Osterwalder &amp; Yves Pigneur, Wiley, 2010.</li><li>• "The Art of the Start 2.0" by Guy Kawasaki, Portfolio, 2015.</li></ul> <b>Homework</b> <ul style="list-style-type: none"><li>• Students will research and analyze the vision, mission, and goals of three different companies and present their findings.</li></ul>
<b>Evaluation</b>	Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as: "Why is having a vision statement important for a business?" "How does a mission statement influence company culture and decision-making?" "What challenges do businesses face in setting and achieving goals?" Spend 5 minutes to evaluate student assimilation of the lesson contents



<b>Lesson Plan No. 14</b>	<b>Course Name: Entrepreneurship and Small Business Management</b> <b>Topic: Financial planning and budgeting</b>	<b>Course No.: UGSEC-204(C)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the importance of financial planning in entrepreneurship. b. Identify key components of financial planning and budgeting. c. Analyze how budgeting helps in managing business finances effectively. d. Evaluate strategies for creating and maintaining a financial plan.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation b. Chalk and Talk
<b>Teaching Development</b>	<p><b>1. Introduction (10 minutes)</b></p> <ul style="list-style-type: none"> <li>Begin with a question: "Why is financial planning crucial for business success?"</li> <li>Discuss examples of businesses that succeeded or failed due to financial management.</li> <li>Introduce the concepts of financial planning and budgeting.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <p><b>Financial Planning</b></p> <ul style="list-style-type: none"> <li>Definition and significance of financial planning.</li> <li>Key components: <ul style="list-style-type: none"> <li>Revenue estimation and forecasting.</li> <li>Cost analysis and expense management.</li> <li>Capital investment planning.</li> <li>Risk assessment and financial contingencies.</li> </ul> </li> </ul> <p><b>Budgeting</b></p> <ul style="list-style-type: none"> <li>Types of budgets: <ul style="list-style-type: none"> <li>Operational budget.</li> <li>Capital budget.</li> <li>Cash flow budget.</li> <li>Master budget.</li> </ul> </li> <li>Steps in preparing a business budget.</li> <li>Common challenges in budgeting and how to overcome them.</li> </ul> <p><b>Importance of Financial Planning and Budgeting</b></p> <ul style="list-style-type: none"> <li>Ensures financial stability and sustainability.</li> <li>Helps in resource allocation and decision-making.</li> <li>Supports business growth and expansion.</li> <li>Enhances investor and stakeholder confidence.</li> </ul> <p><b>3. Exercise (5 minutes)</b></p> <ul style="list-style-type: none"> <li>Group activity: "Prepare a basic budget for a start-up idea."</li> <li>Ask students to outline key financial risks in a business and propose mitigation strategies</li> </ul>



<b>Closure</b>	<b>Summarize key learning points.</b> <ul style="list-style-type: none"><li>• Reinforce the role of financial planning in ensuring long-term business success.</li><li>• Seek student feedback on key takeaways from the lesson.</li></ul> <b>Suggested Reading</b> <ul style="list-style-type: none"><li>• "Financial Management for Small Businesses" by Steven M. Bragg, AccountingTools, 2020.</li><li>• "Essentials of Financial Management" by Eugene F. Brigham and Joel F. Houston, Cengage Learning, 4th Edition, 2019.</li></ul> <b>Homework</b> <ul style="list-style-type: none"><li>• Students will create a financial plan for a hypothetical business, including projected revenues, costs, and a basic budget.</li></ul>
<b>Evaluation</b>	Reflective Questions (What, why, Who?). Allow students to answer. Conduct Discussion Ask reflective questions such as: "What are the key challenges in financial planning for a start-up?" "How can budgeting help in financial decision-making?" "Why is cash flow management important for a business?" Spend 5 minutes to evaluate student assimilation of the lesson contents