

Government College Kheri Gujran Faridabad

Name & Department of Assistant Professor: Mrs. Ritu Choudahry

Class : B.Com 3rd Year (5th Semester)

Subject of Lesson Plan: Entrepreneurship and Small Scale Business

Week 1
Week 1, day 1 Chapter-1 (entrepreneur): introduction, concept and definitions of entrepreneur
Week 1, day 2 Characteristics of an entrepreneur
Week 1, day 3 Functions of an entrepreneur
Week 1, day 4 Types of entrepreneur
Week 1, day 5 Revision of the chapter
Week 2
Week 2, day 1 Chapter-2 (entrepreneurship): introduction, concept and definitions of entrepreneurship
Week 2, day 2 Relation of entrepreneur, entrepreneurship and enterprises, the entrepreneur process and nature of entrepreneurship
Week 2, day 3 Need, importance and role of an entrepreneurship in economic development
Week 2, day 4 Entrepreneurship vs. Self employment and entrepreneurship as carrier option.
Week 2, day 5 Chapter-3 (entrepreneurship and environment): introduction business environment, characteristics and components of business environment.
Week 2, day 6 Internal, external, operating environment and components of operating environment. General environment and components of general environment.
Week 3
Week 3, day 1 Relationship between entrepreneurship and environment, environment scanning,

factors to be considered for environmental scanning and approaches to environmental scanning.
Week 3, day 2 Sources of information for environmental scanning. Techniques used for carrying environmental analysis, appraising the environment and factors affecting environmental appraisal.
Week 3, day 3 Chapter-4 (small business): introduction, large scale entrepreneurs, reasons for growth of large entrepreneurs and problems of large entrepreneurs. Chapter-4 (small business): introduction, large scale entrepreneurs, reasons for growth of large entrepreneurs and problems of large entrepreneurs.
Week 3, day 4 Small entrepreneurs, features and scope of small entrepreneurs.
Week 3, day 5 Importance of small business and entrepreneurs, small business as a seedbed of entrepreneurship and importance of small enterprises and entrepreneurs in Indian economy.
Week 3, day 6 Problems of small enterprises and entrepreneurs, relationship and difference between small and large scale entrepreneurs.
Week 4
Week 4, day 1 Chapter-5 (developing entrepreneurial competencies): introduction, entrepreneurial competencies and major entrepreneurial competencies
Week 4, day 2 Development competencies and revision of the chapter
Week 4, day 3 Test of the chapter
Week 4, day 4 Chapter-6 (promotion and development of entrepreneurship): introduction, promotion and development of entrepreneurship and entrepreneurial development programmes, objectives of the entrepreneurial development programmes.
Week 4,
Week 4, day 6 Course contents of an edp, phases of edp, criteria to assess the effectiveness of edps and promoting entrepreneurs through consultancy organizations.
Week 5
Week 5, day 1

Consultancy organizations, role of consultancy organizations in promoting entrepreneurs and institutional support; technical consultancy organizations.
Week 5, day2 Chapter-7 (entrepreneurial motivation): introduction, entrepreneurial motivation and motivation process.
Week 5, day 3 Motivation theories, achievement motivation and significance of achievement motivation.
Week 5, day 4 Chapter-8 (entrepreneurial opportunities: identification and selection): introduction, elements of business opportunity and opportunity identification and selection
Week 5, day 5 Generation of ideas, transforming of ideas into opportunity and assessment of idea and opportunity
Week 5, day 6 Environmental scanning, creativity and innovations and role of thinking in opportunity, identification and selection
Week 6
Week 6, day 1 Chapter-9 (entrepreneurial opportunities in contemporary business environment): introduction and networking marketing
Week 6, day 2 Networking marketing and franchising
Week 6, day 3 Business process outsourcing-bpo
Week 6, day 4 Chapter-10 (setting-up a new venture): introduction and setting-up a new enterprise
Week 6, day 5 Setting-up a new enterprise
Week 6, day 6 Chapter-11 (project report): introduction and meaning of project report. Objectives of project report.
Week 7
Week 7, day 1 Importance of project report
Week 7, day 2, Section and contents of project report or business plan and precautions while

preparing project report or business plan
Week 7, day 3, Chapter-12 (market survey): introduction, market survey and objectives and importance of market survey.
Week 7, day 4 Process of market survey
Week 7, day 5 Preparation of questionnaire
Week 7, day 6, Revision of the chapter
Week 8
Week 8, day 1 Test of the chapter
Week 8, day 2 Chapter-13(managerial roles and functions in a small business):introduction and management
Week 8, day 3 Revisions
Week 8, day 4 Characteristics of management and management functions
Week 8, day 5, Steps in planning and organising. Types of organisation.
Week 8, day 6, Elements of directing, steps in a control process and functional area of management.
Week 9,
Week 9, day 1, chapter-14 (production and operations management): introduction, key decisions under production and operation management
Week 9, day 2 Revisions
Week 9, day 3, Product design and plant location, plant layout, planning and control of production process and quality control. Revision of the chapter
Week 9, day 4, Chapter-15 (managing business growth): introduction, need of growth and corporate strategy
Week 9, day 5, types of corporate level strategies, types of stability strategy and categories of expansion strategies.
Week 9, day 6, categories of concentration strategies, types of integration

strategies and types of diversification
Week 10,
Week 10, day 1 Types of turnaround strategies and international strategies. Combination strategies. Revision of the chapter.
Week 10, day 2 Chapter-16 (issues in small business marketing): introduction, marketing management and marketing mix.
Week 10, day 3 Product mix, product life cycle and price mix
Week 10, day 4 Promotion mix, place mix and marketing consoetium
Week 10, day 5 Negotiation with principal customers and competitive bidding. Revision of the chapter
Week 10, day 6 Chapter-17 (incentive and subsidy): introduction, incentives and schemes of incentives in operation
Week 11
Week 11, day 1 Subsidy schemes of subsidy and assistance programme
Week 11, day 2 Advantaged and problems of subsidies and incentives. Reservation/de-reservation of products for small scale sector.
Week 11, day 3 Taxation benefits to small scale industries, taxation benefits to small scale industries under income tax act,1961
Week 11, day 4 Taxation benefits to small scale industries, taxation benefints to small scale industries under central excise duty.
Week 11, day 5 Benefits available to ssi units.
Week 11, day 6 Chapter-18 (institutional support): introduction, institutional support for entrepreneur and need of institutional support for growth of entrepreneurship
Week 12,
Week 12, day 1, Institution providing suppoet to entrepreneur, small indusrties development

organization, national small industries corporation
Week 12, day 2, Revisions
Week 12, day 3, Small industries service institutes, district industries centres and SIDBI
Week 12, day 4, Small scale industries board, SFCS and SIDCs
Week 12, Day 5 Previous Year Question Papers
Week 12, Day 6 Previous Year Question Papers
Week 13, 14 and 15 Revisions.

Note- Assignments will be given to students time to time.