

Lecture Plan						
Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa						
Name of Faculty: Ms.Navami N Sawant			Subject: Innovation and Start-ups			
Paper code: COM-145			Program: F.Y.B.COM		Division: A	
Academic year: 2024-25			Semester: I		Total Lectures: 75	
Course Objectives: To promote understanding of the concept and theories of entrepreneurship, business model and explore funding and growth opportunities.						
Expected Course Outcome: Students will able to understand the concept and theories of entrepreneurship, business model and explore funding and growth opportunities.						
Student Learning Outcome:						
<ol style="list-style-type: none"> 1. To develop an entrepreneurial mind-set. 2. To acquaint learners with skills to develop a business model. 3. To enable learners to explore funding and growth opportunities. 						
Month	Lecture From To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
July August 2024	11Th July to 12 th August 2024	25	Unit 1: Introduction to Startups and Entrepreneurship Introduction to Entrepreneurship, Factors influencing Entrepreneurship, Characteristic of Entrepreneur.	Discussions, Presentations, Case Studies, Assignments, Class	Smart Board PPT	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill

			<p>Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up Exploring Business Opportunity: Self-Discovery, Environment Scanning for idea generation, Problem Identification and Idea Generation, Spotting Trends, Creativity and Innovation, Idea Evaluation; Developing a Business Model: Team, Market Understanding, Product/ Market Fit, Customer Validation, Business Model Canvas Preparation, Preparation of Business model and Business Plan;</p>	Activities.		Byrd, M. J., & Megginson, L. C. (2012). Small Business Management an Entrepreneur’s Guidebook (7th Ed.), McGraw Hill
August September 2024	13Th August to 23rd September 2024	25	<p>Unit 1: Introduction to Startups and Entrepreneurship Process and Phases of Entrepreneurship, Types of Entrepreneurs, Barriers to entrepreneurship, Entrepreneurship Motivation Theories.</p> <p>Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up Translating Business Model into Startup: Business Planning (Finance, HR, Marketing, Distribution, Production Plan, Networking), Obtaining Business Licenses, Applicability of Regulations</p> <p>Unit 3: Startup Growth and Expansion (Practical) Identifying Growth Opportunities, Funding Sources of Entrepreneurship for Growth, Retention & Expansion Strategies, Expansion model, Maximizing Profits, Determine appropriate exit strategies for entrepreneurs</p>	Discussions, Presentations, Case Studies, Assignments, Class Activities	Smart Board PPT	<p>Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill</p> <p>Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill</p> <p>Byrd, M. J., & Megginson, L. C. (2012). Small Business Management an Entrepreneur’s Guidebook (7th Ed.), McGraw Hill</p>

September October 2024	24th September to 22nd October 2024	25	<p>Unit 1: Introduction to Startups and Entrepreneurship Entrepreneurship Models - Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company); Skills of an Entrepreneur, Ethics and Entrepreneurship</p> <p>Unit 3: Startup Growth and Expansion (Practical) Identify Funding Agencies both private and government aided, Cases in various types of fundings: Debt Funding, Bootstrap, Seed, Series A; Organizational Assistance by government for startup and various policies. Incubation Centres – role, support and mentorship, prototyping and stakeholder connects, startup scaling</p>	Discussions, Presentations, Case Studies, Assignments, Class Activities	Smart Board PPT	<p>Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill</p> <p>Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill</p> <p>Byrd, M. J., & Megginson, L. C. (2012). Small Business Management and Entrepreneur's Guidebook (7th Ed.), McGraw Hill</p>
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*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	05
Practical	
Project	
Semester End Exam	60