

Lecture Plan						
Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa						
Name of Faculty: Ms. Sneha Suresh Gaonkar			Subject: Innovation and Start-ups			
Paper code: COM-145			Program: F.Y.B.COM		Division: B	
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. Unit 2: Exploring Business	Discussions, Presentations, Case Studies, Assignme	Smart Board PPT	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill

			<p>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>	nts, Class Activitie		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</p>	Discussio ns, Presentati ons, Case Studies, Assignme nts, Class Activitie	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>

			appropriate exit strategies for entrepreneurs			
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 an Entrepreneur's Guidebook (7th Ed.), McGraw Hill</p>

*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	05
Practical	
Project	

