

## Lecture Plan

**Name of the college: Government College of Arts, Science and Commerce, Sanquelim- Goa**

**Name of Faculty:** Dr. Guruprasad R. Naik

**Subject:** Economics

**Paper code:** ECO-242

**Program:** SYBA SEC

**Division:** -

**Academic year:** 2024 - 2025

**Semester:** III

**Total Lectures:** 16

**Course Objectives:** To expose students to entrepreneurship and to develop skills to be an effective businessperson and to identify areas of utmost importance in the starting and managing of the business.

**Expected Course Outcome:**

1. To expose students to entrepreneurship and to develop skills to be an effective businessperson and to identify areas of utmost importance in the start business.

**Student Learning Outcome:**

1. To expose students to entrepreneurship and to develop skills to be an effective businessperson and to identify areas of utmost importance in the starting and managing of the business.

| Month | Lecture From | Lecture To | No. of lectures allotted | Topic, Subtopic to be covered                             | Exercise/ Assignment | ICT Tools                             | Reference books   |
|-------|--------------|------------|--------------------------|---|----------------------|---------------------------------------|---|
| June  | 28/06/2024   | 29/06/2024 | 1                        | <b>Module 2:</b> Introduction to Tourism Entrepreneurship |                      | Power point presentation/ Smart board | <b>Main Text</b><br>1. S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt . Ltd. |

|      |            |          |   |   |  |                                       |   |
|------|------------|----------|---|---|--|---------------------------------------|---|
|      |            |          |   |   |  |                                       | <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.</li> <li>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</li> <li>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</li> <li>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</li> </ol>  |
| July | 01/07/2024 | 06/07/24 | 1 | Perspective of Tourism Entrepreneurship |  | Power point presentation/ Smart board | <p><b>Main Text</b></p> <ol style="list-style-type: none"> <li>1. S. S. Khanka, Entrepreneurial Development, S. Chand &amp; company pvt . Ltd.</li> </ol> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.</li> <li>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</li> <li>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</li> </ol> |

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|      |            |          |   |   |  |                                       | 4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.  |
| July | 08/07/2024 | 13/07/24 | 1 | Policy Measures for Tourism Entrepreneurship in India |  | Power point presentation/ Smart board | <b>Main Text</b><br>1. S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt . Ltd.<br><b>Reference Books:</b><br>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.<br>2. Mary Coulter, Entrepreneurship in Action, 2 <sup>nd</sup> edition, prentice–Hall of India, Indian reprint.<br>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.<br>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House. |
| July | 15/07/2024 | 20/07/24 | 1 | Eco-Tourism – Meaning                                 |  | Power point presentation/ Smart board | <b>Main Text</b><br>1. S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt . Ltd.<br><b>Reference Books:</b><br>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.   |

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|------|------------|----------|---|------------------------|--|---------------------------------------|---|
|      |            |          |   |                        |  |                                       | <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</p> <p>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</p>  |
| July | 22/07/2024 | 27/07/24 | 1 | Eco-Tourism – Need     |  | Power point presentation/ Smart board | <p><b>Main Text</b></p> <p>1. S. S. Khanka, Entrepreneurial Development, S. Chand &amp;company pvt . Ltd.</p> <p><b>Reference Books:</b></p> <p>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.</p> <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</p> <p>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</p> |
| July | 29/07/2024 | 03/08/24 | 1 | Eco-Tourism – Problems |  | Power point presentation/ Smart board | <b>Main Text</b>  |

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|------|------------|----------|---|------------------------------|--|---------------------------------------|--|
|      |            |          |   |                              |  |                                       | <p>1. S. S. Khanka, Entrepreneurial Development, S. Chand &amp; company pvt . Ltd.</p> <p><b>Reference Books:</b></p> <p>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.</p> <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</p> <p>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</p> |
| July | 05/08/2024 | 10/08/24 | 1 | Eco-Tourism – How to develop |  | Power point presentation/ Smart board | <p><b>Main Text</b></p> <p>1. S. S. Khanka, Entrepreneurial Development, S. Chand &amp; company pvt . Ltd.</p> <p><b>Reference Books:</b></p> <p>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.</p> <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough,</p>   |

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|--------|------------|----------|---|----------------------------------|--|---------------------------------------|--|
|        |            |          |   |                                  |  |                                       | Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.<br>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.  |
| August | 12/08/2024 | 17/08/24 | 1 | Rural Entrepreneurship – Meaning |  | Power point presentation/ Smart board | <b>Main Text</b><br>1. S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt . Ltd.<br><b>Reference Books:</b><br>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.<br>2. Mary Coulter, Entrepreneurship in Action, 2 <sup>nd</sup> edition, prentice–Hall of India, Indian reprint.<br>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.<br>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House. |
| August | 19/08/2024 | 24/08/24 | 1 | Rural Entrepreneurship – Need    |  | Power point presentation/ Smart board | <b>Main Text</b><br>1. S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt . Ltd.<br><b>Reference Books:</b><br>1. Cynthia L. Greene, Entrepreneurship: Ideas in   |

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|--------|------------|----------|---|-----------------------------------|--|---------------------------------------|--|
|        |            |          |   |                                   |  |                                       | <p>Action, Thomson- South-Western.</p> <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</p> <p>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</p>  |
| August | 26/08/2024 | 31/08/24 | 1 | Rural Entrepreneurship – Problems |  | Power point presentation/ Smart board | <p><b>Main Text</b></p> <p>1. S. S. Khanka, Entrepreneurial Development, S. Chand &amp;company pvt . Ltd.</p> <p><b>Reference Books:</b></p> <p>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.</p> <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</p> |

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|-----------|------------|----------|---|---|--|---------------------------------------|--|
|           |            |          |   |   |  |                                       | 4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.  |
| September | 02/09/2024 | 07/09/24 | 1 | Rural Entrepreneurship – How to develop Rural Entrepreneurship          |  | Power point presentation/ Smart board | <b>Main Text</b><br>1. S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt . Ltd.<br><b>Reference Books:</b><br>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.<br>2. Mary Coulter, Entrepreneurship in Action, 2 <sup>nd</sup> edition, prentice–Hall of India, Indian reprint.<br>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.<br>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House. |
| September | 09/09/2024 | 14/09/24 | 1 | <b>Module 3:</b> Patents, Copyrights and Trademarks – Concept of Patent |  | Power point presentation/ Smart board | <b>Main Text</b><br>1. S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt . Ltd.<br><b>Reference Books:</b><br>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.   |



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|-----------|------------|----------|---|------------------|--|---------------------------------------|---|
|           |            |          |   |                  |  |                                       | <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</p> <p>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</p>  |
| September | 16/09/2024 | 21/09/24 | 1 | Types of Patents |  | Power point presentation/ Smart board | <p><b>Main Text</b></p> <p>1. S. S. Khanka, Entrepreneurial Development, S. Chand &amp;company pvt . Ltd.</p> <p><b>Reference Books:</b></p> <p>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.</p> <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</p> <p>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</p> |

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| September         | 06/09/2024-12/09/24 | September | <b>GANESH CHATURTHI BREAK</b> |                       |  |                                       |   |
| September         | 23/09/2024          | 28/09/24  | 1                             | Patent process        |  | Power point presentation/ Smart board | <p><b>Main Text</b><br/> 1. S. S. Khanka, Entrepreneurial Development, S. Chand &amp; company pvt . Ltd.</p> <p><b>Reference Books:</b><br/> 1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.<br/> 2. Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice–Hall of India, Indian reprint.<br/> 3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.<br/> 4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</p> |
| September/October | 30/09/2024          | 05/10/24  | 1                             | Meaning of Copyrights |  | Power point presentation/ Smart board | <p><b>Main Text</b><br/> 1. S. S. Khanka, Entrepreneurial Development, S. Chand &amp; company pvt . Ltd.</p> <p><b>Reference Books:</b><br/> 1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.</p>   |

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|         |            |          |   |                          |  |                                       | <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</p> <p>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</p>  |
| October | 07/10/2024 | 12/10/24 | 1 | Objectives of Copyrights |  | Power point presentation/ Smart board | <p><b>Main Text</b></p> <p>1. S. S. Khanka, Entrepreneurial Development, S. Chand &amp;company pvt . Ltd.</p> <p><b>Reference Books:</b></p> <p>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.</p> <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</p> <p>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</p> |
| October | 14/10/2024 | 19/10/24 | 1 | Meaning of Trademarks    |  | Power point presentation/ Smart board | <b>Main Text</b>  |

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|---------|------------|------------|----|---|---|---|--|
|         |            |            |    |   |   |   | <p>1. S. S. Khanka, Entrepreneurial Development, S. Chand &amp; company pvt . Ltd.</p> <p><b>Reference Books:</b></p> <p>1. Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson- South-Western.</p> <p>2. Mary Coulter, Entrepreneurship in Action, 2<sup>nd</sup> edition, prentice–Hall of India, Indian reprint.</p> <p>3. Thomas W. Zimmerer, and Norman M. Scarborough, Essentials of Entrepreneurship and small business management, Prentice –Hall of India, 2006.</p> <p>4. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publishing House.</p> |
| October | 21/10/2024 | 22/10/2024 | 00 | - | - | - | -  |

**\*Assessment Rubrics**

| Component         | Max Marks |
|-------------------|-----------|
| ISA 1             | 10        |
| ISA 2             | -         |
| Practical         | -         |
| Project           | -         |
| Semester End Exam | 20        |

