

Semester Lecture Plan

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

Name of Faculty: Yakshita Kiran Vengurlekar

Subject: Innovation and Start-ups

Paper code: COM-145

Program/Course: F.Y.B.COM

Division:

Academic year: 2026- 2027

Semester: I

Total Lectures: 75

Course Objectives:

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.

Course Outcome: After completion of the course, the students will be equipped with the following

1. CO 1: Develop an entrepreneurial mind-set by learning key skills.
2. CO 2: Create and validate a business model and business plan.
3. CO 3: Explore business funding and growth opportunities.

Student Learning Outcome: After completion of the course, the students will be equipped with the following

1. Develop an entrepreneurial mindset by identifying business opportunities and demonstrating innovative thinking.
2. Design a business model by applying entrepreneurial concepts and business planning techniques.
3. Evaluate funding sources and growth opportunities for entrepreneurial ventures to support sustainable business development.

Month	Lectures From: To:		No. of lectur es allotte d	Topic, Subtopic to be covered	Exercises/ Assignments	ICT Tools	Reference books
June 2026	19/06/2026	20/06/2026	01	Unit 1: Introduction to Startups and Entrepreneurship Introduction to Entrepreneurship	Introduction, Video & Audio Allocation of Groups	Interactive panels, Power Point Presentations,	Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020).

						PDF's, Google classrooms	
June 2026	22/06/2026	27/06/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Factors influencing Entrepreneurship, Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up (Practical) Exploring business opportunities; Self-Discovery,	Group Discussion, YouTube case videos,	Interactive panels, Power Point Presentations, PDF's, Google classrooms	Entrepreneurial Small Business (6th Ed.), McGraw Hill
July 2026	29/06/2026	04/07/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Factors influencing Entrepreneurship, Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up (Practical) Environment Scanning for idea generation	problem solving, quiz, Case Studies	Interactive panels, Power Point Presentations, PDF's, Google classrooms	Ramachandran, K. (2008). Entrepreneurial Small Business (6th Ed.), McGraw Hill
July 2026	06/07/2026	11/07/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Characteristic of Entrepreneur Unit 2: Exploring Business Opportunity, developing a Business Model and Starting up (Practical) Problem Identification and Idea Generation, Spotting Trends, Creativity and Innovation, Idea Evaluation;	Case studies, Question and answers, problem solving, quiz	YouTube, Diagrams, PPT presentation & Smart board	Entrepreneurial Small Business (6th Ed.), McGraw Hill
July 2026	13/07/2026	18/07/2026	05	Unit 1: Introduction to Startups and Entrepreneurship	Class activity, Relevant Examples,	YouTube, Diagrams, PPT	Entrepreneurial Small Business (6th Ed.), McGraw

				Characteristic of Entrepreneur Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up (Practical) Developing a business Model: Team, Market Understanding Product/ Market Fit, Customer Validation	Suitable videos Journal Writing	presentation & Smart board	Hill
July 2026	20/07/2026	25/07/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Process and Phases of Entrepreneurship, Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up (Practical) Business Model Canvas Preparation	Case studies, Question and answers, problem solving, quiz	Interactive panels, Power Point Presentations, PDF's, Google classrooms	Ramachandran, K. (2008). Entrepreneurial Small Business (6th Ed.), McGraw Hill
July 2026	27/07/2026	01/08/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Process and Phases of Entrepreneurship, Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up (Practical) Preparation of Business model and Business Plan; Translating Business Model into Startup	Class activity, Relevant Examples, Entrepreneurial success stories, Journal Writing	Problem-Solving & Practice	Entrepreneurial Small Business (6th Ed.), McGraw Hill
August 2026	03/08/2026	08/08/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Types of Entrepreneurs,	Class activity, Relevant Examples,	Problem-Solving & Practice	Entrepreneurial Small Business (6th Ed.), McGraw Hill

				Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up (Practical) Business Planning (Finance, HR, Marketing, Distribution, Production Plan, Networking),	Entrepreneurial success stories, Journal Writing		
August 2026	10/08/2026	15/08/2026	04	Unit 1: Introduction to Startups and Entrepreneurship Barriers to entrepreneurship, Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up (Practical) Obtaining Business Licenses, Applicability of Regulations	Class activity, Group Discussion, YouTube case videos Presentations Journal Writing.	Interactive panels, Power Point Presentations, PDF's, Google classrooms, case studies	Entrepreneurial Small Business (6th Ed.), McGraw Hill
August 2026	17/08/2026	22/08/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Entrepreneurship Motivation Theories Unit 3: Startup Growth and Expansion (Practical) Identifying Growth Opportunities, Funding Sources of Entrepreneurship for Growth,	Class activity, Group Discussion, YouTube case videos Presentations Journal Writing	Problem-Solving & Practice	Entrepreneurial Small Business (6th Ed.), McGraw Hill
August 2026	24/08/2026	29/08/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Entrepreneurship Motivation Theories Unit 3: Startup Growth and Expansion (Practical) Retention & Expansion Strategies, Expansion model,	Class activity, Group Discussion, YouTube case videos	Problem-Solving & Practice	Entrepreneurial Small Business (6th Ed.), McGraw Hill

					Presentations Journal Writing		
September 2026	31/08/2026	05/09/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Entrepreneurship Models - Introduction to various form of business organization (sole corporations, Limited Liability company); Unit 3: Startup Growth and Expansion (Practical) Maximizing Profits, Determine appropriate exit strategies for entrepreneurs	Group Discussion, YouTube case videos Journal Writing	YouTube, Diagrams, PPT presentation & Smart board	Ramachandran, K. (2008). Entrepreneurial Small Business (6th Ed.), McGraw Hill
September 2026	07/09/2026	12/09/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Entrepreneurship Models - Introduction to various form of business organization (sole corporations, Limited Liability company); Unit 3: Startup Growth and Expansion (Practical) Identify Funding Agencies both private and government aided,	Group Discussion, YouTube case videos Journal Writing	Interactive panels, Power Point Presentations, PDF's, Google classrooms	Entrepreneurial Small Business (6th Ed.), McGraw Hill
September 2026	21/09/2026	26/09/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Skills of an Entrepreneur Unit 3: Startup Growth and Expansion (Practical)	Group Discussion, YouTube case videos Journal Writing	YouTube, Diagrams, PPT presentation & Smart board	Ramachandran, K. (2008). Entrepreneurial Small Business (6th Ed.), McGraw Hill

				Cases in various types of fundings: Debt Funding, Bootstrap, Seed, Series A;			
October 2026	28/09/2026	03/10/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Ethics and Entrepreneurship Unit 3: Startup Growth and Expansion (Practical) Organizational Assistance by government for startup and various policies;	Group Discussion, YouTube case videos Journal Writing	Problem-Solving & Practice	
October 2026	05/10/2026	10/10/2026	05	Unit 1: Introduction to Startups and Entrepreneurship Ethics and Entrepreneurship Unit 3: Startup Growth and Expansion (Practical) Incubation Centres – role, support and mentorship,	Group Discussion, YouTube case videos Journal Writing	Interactive panels, Power Point Presentations, PDF's, Google classrooms	Ramachandran, K. (2008). Entrepreneurial Small Business (6th Ed.), McGraw Hill
October 2026	12/10/2026	14/10/2026	03	Unit 3: Startup Growth and Expansion (Practical) prototyping and stakeholder connects, startup scaling. Revision	Quiz, Assignments, Mock viva	Problem-Solving & Practice	Ramachandran, K. (2008). Entrepreneurial Small Business (6th Ed.), McGraw Hill
	Total Lectures		75				

Component Practical	Max Marks	Component Theory	Max Marks
ISA 1	5	ISA 1	5
ISA 2	5	ISA 2	5
ISA 3	5	SEE	20
Practical	24		

Project/Journal	8		
Viva	8		