

Semester I Lecture Plan

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

Name of Faculty: Ms. Ishwari Kamat

Subject: Innovation & Start up (Practical)

Paper code:COM-145

Program/Course:F.Y.B.Com

Division:

Academic year: 2026-27

Semester: I

Total Lectures: 45

Course Objectives: 1. To acquaint learners with skills to develop a business model.
2. To enable learners to explore funding and growth opportunities.

Expected Course Outcome: CO 2: Create and validate a business model and business plan. CO 3: Explore business funding opportunities. CO 4: Explore business growth opportunities.

Student learning outcome1. Students will be able to develop an entrepreneurial mindset and apply the skills to start a start up.
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Month	Lectures From: To:	No. of lectures allotted	Topic, Subtopic to be covered	Exercise and assignments	ICT Tools	Reference books
June	19 June - 27 June 2026	4	Introduction to the subject & Syllabus Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up (Practical) Exploring Business Opportunity:	Introduction, Video & Audio Allocation of Groups	PPT presentation & Smart board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill

July	29 June - 4 July 2026	4	Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up (Practical) Exploring Business Opportunity: Self-Discovery, Environment Scanning for idea generation, Problem Identification and Idea Generation,	Group Discussion, YouTube case videos,	YouTube, Diagrams, PPT presentation & Smart board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill
July	6 July - 18 July 2026	4	, Spotting Trends, Creativity and Innovation, Idea Evaluation;	Class activity, Relevant Examples, Suitable videos Journal Writing	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill
July	20 July - 25 July 2026	4	Developing a Business Model: Team, Market Understanding,	Class activity, Relevant Examples, Entrepreneurial success stories, Journal Writing	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill
July	27 July – 1 August 2026	4	Product/ Market Fit, Customer Validation,	Assignment on Entrepreneurship, Journal Writing	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small

						Business (6th Ed.), McGraw Hill
July–Aug	3 August – 8 August 2026	4	Business Model Canvas Preparation,	Class activity, Group Discussion, YouTube case videos Presentations Journal Writing	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill
August	10 August - 15 August 2026	4	Preparation of Business model and Business Plan;	Group Discussion, YouTube case videos Presentations Journal Writing	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill
August	17 August - 22 August 2026	4	Translating Business Model into Startup: Business Planning (Finance, HR, Marketing, Distribution, Production Plan, Networking), Obtaining Business Licenses, Applicability of Regulations	Group Discussion, YouTube case videos Journal Writing	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill
August	24 August - 29 August 2026	4	Translating Business Model into Startup: Business Planning (Finance, HR, Marketing, Distribution, Production Plan, Networking), Obtaining Business Licenses, Applicability of Regulations	Group Discussion, YouTube case videos Journal Writing	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill

	31 August - 5 Sep 2026	4	Unit 3: Startup Growth and Expansion (Practical) Identifying Growth Opportunities, Funding Sources of Entrepreneurship for Growth, Retention & Expansion Strategies,	Group Discussion, YouTube case videos Presentations Journal Writing	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill
September	7 September - 12 September 2026	4	Expansion model, Maximizing Profits, Determine appropriate exit strategies for entrepreneurs;	Group Discussion, YouTube case videos Journal Writing	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill
September	14 September - 19 September 2026	0 (Holiday week)		—	—	
September	21 September – 26 September 2026	4	Identify Funding Agencies both private and government aided,	Group Discussion, YouTube case videos Journal Writing Field Visit	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill
September	28 September - 3 October 2026	4	Cases in various types of fundings: Debt Funding, Bootstrap, Seed, Series A; Organizational Assistance by government for startup and various policies;	Group Discussion, YouTube case videos Journal Writing Presentations	PPT, Audio Visual, Smart Board	Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill, Katz, J., & Green, R. (2020). Entrepreneurial Small Business (6th Ed.), McGraw Hill
October	5 October – 10 October 2026	4	Incubation Centres – role, support and mentorship, prototyping	Quiz, Assignments, Mock viva	Google Forms, LMS	All references

			and stakeholder connects, startup scaling.			
October	12 October – 14 October 2025	4	Revision	Submission of Journal		

Assessment Rubrics

Component	Max Marks
ISA 1	5
ISA 2	5
ISA 3	5
Practical	24
Project/Journal	16

Ms. Ishwari Kamat
Assistant Professor in Commerce