

Lecture Plan							
Name of the College: Government College of Arts, Science and Commerce Sanquelim - Goa.							
Name of Faculty: Reshma Badgier			Subject: Entrepreneurship Development				
Paper code: ECO 242			Program: BA			Division: ----	
Academic year: 2026-27			Semester: III			Total Lectures: 15	
Course Objective 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.							
Student Learning Outcome: Upon completion of this course, the students will 1. Understand the basic accounting needed to start a business. 2. Know the options for sources of small business finance. 3. Identify the avenues of Entrepreneurship and learn the required skills by organising events. 4. Learn the techniques of stress management.							
Month	Lecture From	Lecture To	No. of Lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
JULY	06/07/2026	11/07/2026	03	Unit 1: Understanding Basic Accounting and Business Finance Objectives of accounting, Accounting process	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western.

							Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
	13/07/2026	18/07/2026	03	Record Keeping Cash Flow management and Inventory management.	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. - Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
	20/07/2026	25/07/2026	03	Financing business- finance for entrepreneurs.	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. - Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
JULY/ AUGUST	27/07/2026	1/08/2026	03	Sources of finance Internal and external.	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. - Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.

AUGUST	03/08/2026	08/08/2026	03	Government Schemes for small entrepreneurs.	Presentations	Lab sessions, presentations, PPT, Smart Board.	• S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd. • Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. • Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
	10/08/2026	15/08/2026	03	Unit 2: Tourism Entrepreneurship and Rural Entrepreneurship Tourism Entrepreneurship-Meaning, Perspective.	Presentations	Lab sessions, presentations, PPT, Smart Board.	• S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd. • Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. • Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
	17/08/2026	22/08/2026	03	Eco-tourism/Nature tourism/rural tourism,	Presentations	Lab sessions, presentations, PPT, Smart Board.	• S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd. • Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. • Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.

	24/08/2026	29/08/2026	03	Policy measures for tourism entrepreneurship in India.	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. - Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
AUGUST/ SEPTEMBER	31/08/2026	05/09/2026	03	Rural Entrepreneurship- Meaning, Need, Problems, how to develop Rural Entrepreneurship.	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. - Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
	07/09/2026	12/09/2026	03	Unit 3: Patents, copyrights and trademarks Patents - Meaning, Types, Process.	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. - Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
	14/09/2026	19/09/2026	03	GANESH CHATURTHI	Presentations	Lab sessions, presentations,	S. S. Khanka, Entrepreneurial Development, S. Chand & company pvt .Ltd.

						PPT, Smart Board.	- Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. - Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
	21/09/2026	26/09/2026	03	Copyrights- Meaning, Objectives.	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. S. Khanka, Entrepreneurial Development, S. Chand &company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. - Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
SEPTEMBER/ OCTOBER	28/09/2026	03/10/2026	03	Trademarks- Meaning, Functions.	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. S. Khanka, Entrepreneurial Development, S. Chand &company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. - Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
OCTOBER	05/10/2026	10/10/2026	03	Trademarks- Meaning, Functions. Categories.	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. S. Khanka, Entrepreneurial Development, S. Chand &company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western.

							Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.
	12/10/2026	14/10/2026	03	Benefits and Registration. Revision and clarification of doubts.	Presentations	Lab sessions, presentations, PPT, Smart Board.	S. S. Khanka, Entrepreneurial Development, S. Chand &company pvt .Ltd. - Cynthia L. Greene, Entrepreneurship: Ideas in Action, Thomson-South-Western. - Mary Coulter, Entrepreneurship in Action, 2nd edition, prentice-Hall of Indian, Indian reprint.

Assessment
Rubrics

Component	Max Marks
ISA 1	5
ISA 2	5
SEE	40