

# SARASWATI MAHILA MAHAVIDYALAYA, PALWAL

## LESSON PLAN

Class : B.Com IIIrd

Semester : IV<sup>th</sup>

Paper : ESS B

Session : 2020-2021

Lectures	Topic
lec-1	Introduction about Syllabus
(Unit-I) 2.	Concept of Entrepreneurs & Evolution
Ch. I ⇒ 3	Characteristics of Entrepreneurs
4	Functions & Types of Entrepreneurs
5	Diff. b/w Entrepreneurs & Manager & Intrapreneurs
6	Concept of Entrepreneurship, Relation, Process
Ch. II ⇒ 7	Nature & Characteristics of Entrepreneurship
8	Need & Imp. of Entrepreneurship
9	Role of an Entrepreneur in Economic Development
10	Employment Vs Self Employment.
11	Entrepreneurship as Career Option
12	Factors affecting choice of Entrepreneurship as Career
13	Problem Discussion of Ch. I
14	Problem Discussion of Ch. II
15	Oral Test of Ch. I & II
16	Assignment I & II Given
Ch. III ⇒ 17	Business Environment & Characteristics
18	Components of Business Environment
19	Relationship between Entrepreneurship & Environment

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Lectures	Topic
20	Factors to be considered for Environment Scanning
21	Approaches to Environment Scanning
22	Techniques & Difficulties in Environment Scanning
23	Assignment-3
Ch. 4 → 24	Small Business: Introduction & Types
25	Large Scale Entrepreneur, Reasons & Problems
26	Criteria for Small Business, Characteristics
27	Scope of Small Entrepreneurs
28	Relationship b/w Small Business & Entrepreneurship
29	Imp. & Problems of Small Business
30	Relation & Diff. b/w large & Small Scale Business
31	Assignment-4
Ch. 5 → 32	Entrepreneurial Competencies & Types
33	Development Competencies
34	Revision Test (Written)
Ch. 6 → 35	Development of Entrepreneurship, Need of EDPs
36	Objectives & Course Contents of EDP
37	Phases & Problems of EDPs
38	Consultancy Organisations & Their Role
39	Assignment-5 & Problems
Ch. 7 → 40	Entrepreneurial Motivation: Process & Theories
41	Motivation Factors, Types of Entrepreneur
42	Oral Test
Ch. 8 → 43	Entrepreneurial Opportunities: Elements

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Lectures	Topic
44	Points related to Opportunity
45	Role of Thinking in Opportunity
46	Relationship & Diff b/w Convergent & Divergent Thinking
47	Problem Discussion
Ch. 9 → 48	Entrepreneurial Opportunities: Network Marketing
49	Franchising
50	Business Process Outsourcing (BPO)
51	Assignment - 6
Ch. 10 → 52	Setting up a New Venture
53	- do -
54	Class Test
Ch. 11 → 55	Project Report: Objectives & Imp.
56	Project Report Plan & Precautions
57	Assignment - 7
Ch. 12 → 58	Market Survey: Objectives & Process
59	Questionnaire & its Format
60	Problem Discussion
Ch. 13 → 61	Managerial Roles and functions in Small Business
62	Management & its characteristics, functions
63	Assignment - 8
Ch. 14 → 64	Production & Operation Mgt: Production Mgt.
65	Operation Mgt & Quality Control
Ch. 15 → 66	Managing Business Growth: Need
67	Corporate Strategy: Types

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