

**“PVC” NSSK Govt. Polytechnic Bilaspur at Kalol**  
**Lecture Planning (Theory)**

Branch : **Electrical Engg.**

Semester: **6<sup>th</sup>**

Subject: **Entrepreneurship and Start-ups**

Session: **Jan,25 - May 25**

Teacher : **Jyoti Bala**

Cass Room : **L5**

Sr. No.	No. of Lectures	Chapter/ Unit Description	Detail of Contents	Reference Resources	Remarks
1.	1-10	<b>Introduction to Entrepreneurship and Start - Ups</b>	<ul style="list-style-type: none"> <li>Definitions, Traits of an entrepreneur, Intra-premiership, Motivation.</li> <li>Types of Business Structures, Similarities/differences between entrepreneurs and managers.</li> </ul>	R1,R2,R3,R4.	
2.	11-19	<b>Business Ideas and their implementation</b>	<ul style="list-style-type: none"> <li>Discovering ideas and visualizing the business</li> <li>Activity map</li> <li>Business Plan</li> </ul>	-do-	
3.	20-29	<b>Idea to Start-up</b>	<ul style="list-style-type: none"> <li>Market Analysis – Identifying the target market,</li> <li>Competition evaluation and Strategy Development,</li> <li>Marketing and accounting,</li> <li>Risk analysis</li> </ul>	-do-	
4.	30-39	<b>Management</b>	<ul style="list-style-type: none"> <li>Company's Organization Structure,</li> <li>Recruitment and management of talent.</li> <li>Financial organization and management</li> </ul>	-do-	
5.	40-48	<b>Financing and Protection of Ideas</b>	<ul style="list-style-type: none"> <li>Financing methods available for start-ups in India</li> <li>Communication of Ideas to potential investors – Investor Pitch</li> <li>Patenting and Licenses</li> </ul>	-do-	
6.	49-56	<b>Strategies for entrepreneurs</b>	<ul style="list-style-type: none"> <li>Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy</li> </ul>	-do-	

Signature of Teacher with Date

Signature of HOD (EE)

Reference Resource:

- R1: The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company written by Steve Blank and Bob Dorf, published by K & S Ranch ISBN – 978- 0984999392.
- R2. The Lean Startup: How Today's Entrepreneurs use Continuous Innovation to Create Radically Successful Businesses written by Eric Ries, published by Penguin UK, ISBN - 978- 0670921607.
- R3. Demand: Creating What People Love Before They Know They Want It written by Adrian J. Slywotzky With Karl Weber, published by Headline Book Publishing, ISBN – 978-0755388974
- R4. The Innovator's Dilemma: The Revolutionary Book that will Change the Way You do Business written by Clayton M. Christensen, published by Harvard business, ISBN: 978- 142219602.