## "PVC" NSSK Govt. Polytechnic Bilaspur at Kalol **Lecture Planning (Theory)**

Branch : Electrical Engg.

Subject: Entrepreneurship and Start-ups
Teacher: Jyoti Bala

Semester:

Session: Jan,25 - May 25

No. Lectures  Description  1. 1-10  Introduction to Entrepreneursh ip and Start – Ups  Definitions, Traits of an entrepreneur, Intrapremiership, Motivation.  Types of Business Structures, Similarities/differences between entrepreneurs and managers.  Discovering ideas and visualizing the business vactivity map  Business Ideas and visualizing the business lates and their implementation  Activity map  Business Plan  3. 20-29  Idea to Start-up  Market Analysis – Identifying the target market,  Competition evaluation and Strategy Development,  Marketing and accounting,  Risk analysis  4. 30-39  Management  Company's Organization Structure,  Reference Resources  R1,R2,R3  R4.  Place of Business Structures,  Activity map  Business Plan  Odo- Ideation of Ideas to potential investors – Investor Pitch  Patenting and Licenses	reacher: Jyoti Bala			Cass Room : L5		
Entrepreneursh ip and Start – Ups  Definitions, Motivation.  Types of Business Structures, Similarities/differences between entrepreneurs and managers.  Discovering ideas and visualizing the business  Activity map  Business Ideas and visualizing the business  Activity map  Business Plan  Market Analysis – Identifying the target market,  Competition evaluation and Strategy Development,  Marketing and accounting,  Risk analysis  Company's Organization Structure,  Recruitment and management of talent.  Financial organization of Ideas to potential investors – Investor Pitch  Patenting and Licenses		No. of Lectures	Chapter/ Unit Description	Detail of Contents	The state of the s	Remarks
and their implementation  3. 20-29 Idea to Start-up  Business Plan  Market Analysis – Identifying the target market, Competition evaluation and Strategy Development, Marketing and accounting, Risk analysis  Company's Organization Structure, Recruitment and management of talent. Financial organization and management  Financing and Protection of Ideas  Financing and Protection of Ideas  Financing and Licenses  First strateging the business and visualizing the business and visualizing the business  Cooperation evaluation and Strategy Development, Marketing and accounting, Risk analysis  Financing and management of talent. Financial organization and management  Financing methods available for start-ups in India Communication of Ideas to potential investors — Investor Pitch Patenting and Licenses		1-10	Entrepreneursh ip and Start –	entrepreneur, Intra- premiership, Motivation.  Types of Business Structures, Similarities/differences between entrepreneurs and		
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Structure,  Recruitment and management of talent.  Financial organization and management  Financing and Protection of Ideas  Communication of Ideas to potential investors — Investor Pitch  Patenting and Licenses	3.	20-29	Idea to Start-up	Identifying the target market,  Competition evaluation and Strategy Development,  Marketing and accounting,	-do-	
Protection of Ideas  available for start-ups in India  Communication of Ideas to potential investors — Investor Pitch  Patenting and Licenses	4.	30-39	Management	Structure,  Recruitment and management of talent.  Financial organization and	-do-	
6. 49-56 Strategies for • Exit strategies for	5.	40-48	Protection of	available for start-ups in India  Communication of Ideas to potential investors — Investor Pitch	-do-	
entrepreneurs entrepreneurs, bankruptcy, and succession and harvesting strategy	6.	49-56	Strategies for entrepreneurs	entrepreneurs, bankruptcy, and succession and	-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.