

Govt. Polytechnic Hamirpur (H.P.)

Lesson Planning (Theory)

Branch : Computer Engineering Semester : 6th
 Subject : Entrepreneurship and Start-ups Session : Jan-May 2025
 Teacher : D.R.Bodh

Sr. No.	No. of Lectures	Chapter/ Unit Description	Detail of Contents	Reference Resources	Remarks
1.	12	Unit -1 Introduction to Entrepreneurship & Startups	Definitions, Traits of entrepreneur, Intrapreneurship, Motivation, Types of Business Structures,	Steve Blank and Bob	
2.	10	Unit 2 Business Ideas and their implementation	Business Ideas , Discovering ideas and visualizing, the business , Activity map, Business Plan		
3.	12	Unit -3 ideas to Start -up	Market Analysis- Identifying the target market, Competition evaluation and Strategy development, Marketing and accounting, Risk analysis	Eric Ries	
4.	12	Unit -4 Management	Company's Organization Structure, Recruitment and management of talent, Financial organization and management		
5.	10	Unit -5 Financing and Protection of ideas	Financial and protection of ideas , Financing methods available for start-ups in India, Communication of ideas to potential investors pitch Patenting and Licenses	Adrian j.	
6.	8	Unit-6 Exit strategies of entrepreneurs	Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy	Clayton M. Christensen	

Signature of Teacher with Date

Signature of H.O.D.