

**AnkurGECA Incubation Centre Foundation, Government College of Engineering,
Aurangabad**

A Minor Degree Certificate in

Entrepreneurship Development

Lesson Plan of P-I Basics of Entrepreneurship

Academic Year:2020-2021

Sr. No.	Name of the Unit	Lecture No	Topic
1	Introduction	1	Introduction of Entrepreneur
		2	Definition of Entrepreneur
		3	Characteristics of a successful entrepreneur
		4	Qualities of a successful entrepreneur
		5	Essential skills required to succeed as an entrepreneur
		6	Types of Entrepreneurs
		7	Social & Women Entrepreneur
		8	Functions of Entrepreneurs
		9	Role of Entrepreneur in nation building, society upliftment, poverty alleviation and employment generation.
2	Entrepreneurial Journey	10	Evolution of entrepreneurship (Origin, history, philosophy) I
		11	Entrepreneurial Spirit
		12	Theories of Entrepreneurship (Weberian's theory of Social Change, Innovative theory of Joseph Schumpeter, E.E.Hagen's theory of social change)
		13	Precautions and learning from entrepreneurial experiences
		14	Challenges in entrepreneurship- start-ups, business development
		15	Requirement for 21st century entrepreneurship
3	Trends in Entrepreneurship	16	Service Sector
		17	Franchising
		18	Freelancing/ Consultancy
		19	Cluster (Group Activity)
		20	Digital marketing/trading (Swiggy/Zomato)
		21	Multi-level marketing (Amway)
		22	Retrofitting (Modifying existing equipment or structures with additional or new components or members.

