



Govt. Polytechnic Hamirpur
Lesson Plan (Theory)

Branch: Information Technology Sem 6th
Subject: Entrepreneurship & Start-ups
Teacher: Anjna Kumari

Session: Jan-June 2026
Class Room

Proposed Lesson Plan:

Period: 27/01/26 to 10/5/26			Total Lectures Planned: 64		
S.No.	No. of Lectures	Chapter/Unit Description	Detail of content	Reference Resource	Remarks
1	10	Unit-1 Introduction to Entrepreneurship and Start-ups	<input type="checkbox"/> Definitions, Traits of an entrepreneur, Intrapreneurship, Motivation. <input type="checkbox"/> Types of Business Structures, Similarities/differences between entrepreneurs and managers.	R1,R2	
2	8	Unit -2 Business Ideas and their Implementation	<input type="checkbox"/> Discovering ideas and visualizing the business <input type="checkbox"/> Activity map <input type="checkbox"/> Business Plan	R1,R2	
3	10	Unit- 3 Idea to Start -up	<input type="checkbox"/> Market Analysis–Identifying the target market, <input type="checkbox"/> Competition evaluation and Strategy Development, <input type="checkbox"/> Marketing and accounting, <input type="checkbox"/> Risk analysis	R1,R2	
4	12	Unit– 4 Management	<input type="checkbox"/> Company's Organization Structure, <input type="checkbox"/> Recruitment and management of talent. <input type="checkbox"/> Financial organization and management	R1,R2	
5	16	Unit-5 Financing and Protection of Ideas	<input type="checkbox"/> Financing methods available for start-ups in India <input type="checkbox"/> Communication of Ideas to potential investors–Investor Pitch <input type="checkbox"/> Patenting and Licenses	R1,R2	
6	8	Unit-6	Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy.	R1,R2	

Reference Books:

1. The Start-up Owner' Manual By Steve Blank and Bob Dorf
2. The Lean Start-up By Eric Ries
3. The Innovators Dilemma By Clayton M. Christensen

Course Outcome:

- CO1: Understanding the dynamic role of entrepreneurship and small businesses
- CO2: Organising and managing a small Business
- CO3: Financial Planning and Control
- CO4: Marketing Planning
- CO5: New Product or service Development

HOD

Signature of Teacher