

ST. MIRA' S COLLEGE FOR GIRLS, PUNE
(Autonomous - Affiliated to Savitribai Phule Pune University)

SKILL ENHANCEMENT COURSE

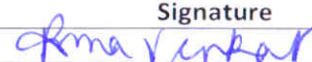
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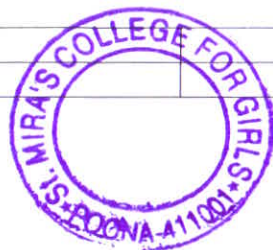
SUBJECT: Business Entrepreneurship-II

TITLE: The Practice of Starting

Semester: V	Subject Code: C52211	Lectures: 12 Contact Hours	Credit: 1
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Sr. No.	(1) Area	(2) Course Outcomes	(3) Skill-based/ Activity- based	(4) Assessment and Evaluation Methodologies	(5) Skills
1	Ideation & Techniques of Ideation	Ability to apply and demonstrate Ideation skills & techniques	Individual	PPTs & Viva-voce	Critical Thinking & Creativity
2	Case Studies of Start-ups	Ability to examine and evaluate success & failure factors	Group activity	Discussions and presentations	Communication skills & analytical skills
3	Business Plan preparation	Ability to devise/prepare a business plan	Research & referring to business plan templates	Presenting a Business plan for a Product/Service	Research Skills and Critical thinking
4	MSME Registration	Ability to describe the process/steps of MSME registration & documentation required	Registering on Udyami portal	Report on the steps/process of registration and documentation	Report writing skills
5	Research papers on Revenue Models of Entrepreneurs	Ability to compare the different revenue models	Review of Research Papers	Preparing a review report and detailing out the criteria adopted in selecting the right revenue models	Research and Analytical skills

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	



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CLASS: TY B.COM

SUBJECT: Business Entrepreneurship-II

TITLE: The Practice of Sustaining & Growing

Semester: VI	Subject Code: C62211	Lectures: 12 Contact Hours	Credit: 1
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Sr. No.	(1) Area	(2) Course Outcomes	(3) Skill-based/ Activity- based	(4) Assessment & Evaluation Methodologies	(5) Skills
1	Interview of Venture capitalist or an Angel Investor	Ability to analyse the expectations when Financing a Start-up	Visits & Interviews	Presentation & Report	Interview skills and Report writing skills
2	Marketing & Selling of products of local entrepreneurs	Ability to demonstrate and apply the promotion skills and sale of products	Group Activity	Evaluation of Promotion, Setting of stall & Actual sale activities	Marketing & Selling skills & Team Building skills
3	Government Schemes	Ability to analyse and evaluate the different government schemes	Study of various schemes like Start up seed fund, ASPIRE, Atal Innovation Mission	Report writing and comparative statement of the different schemes	Research & Analytical skills
4	Pitch Deck	Ability to preparing & presenting a pitch deck	Group activity	Presentation of a Pitch Deck	Research skills and critical thinking
5	Interview of an Entrepreneur	Ability to describe and analyse the different marketing strategies	Team activity	Interview schedule & presentation	Interview skills and analytical skills

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