

**LESSON PLAN 1**  
**SUBJECT : ENTREPRENEURSHIP (066)**

**TOPIC- UNIT-1: ENTREPRENEURIAL OPPORTUNITY**

**BRIEF DESCRIPTION:**

The learner would be able to:

- Understand the concept and elements of business opportunity
- Understand the factors involved in sensing opportunities
- Understand the concept of environment scanning
- Enlist the various factors affecting business environment
- Understand the meaning of idea fields
- Enlist the various sources of idea fields • Understand the technique of transformation of ideas into opportunities

**KPI DEFINITION :**

To develop the ability to write the answers by using appropriate subject - related terminology.

Using of proper language and Keywords in theory.

To Understand the Concept of of business opportunity, in sensing opportunities, business environment ,idea fields.

**KPI NO. - 01**

**OBJECTIVES:**

**Objectives:(put Bloom's level**

**I- Specific Objectives- (:Enable students))**

**SP 1. - Understanding** concept and elements of business opportunity , factors involved in sensing opportunities ,environment scanning

**SP 2.** To Give more Practice in the form of different typology of questions.(U)

**SP 3.** To Define.(U)

**SP 4.** To Explain the Role of Taylor and Fayol in principle of management. .(K )

**SP 5.** To give them more practice for understanding and knowledge-based questions (U)

**SP 6.** To motivate students for Regular and rigorous practice of reading Business News and Articles related to Entrepreneurship . (K &U)

**SP 7.** Enlist the various factors affecting business environment

**II -Behavioural Objectives**

**To enable the students to-**

**B 1.** Inculcate the careful thinking of Management principles and its importance. (U)

**B 2** Application in day-to-day life and solve the daily routine problem. (APP)

**B 3** change their approach through practical learning . (APP)

**B 4** principles which managerial level must use when they deal with their subordinated. application of principles.(Ay)

**B 5** integrate different information related to principles and its importance.(Sy)

**B 6** principle which you deal with real life situation.(APP)

**B 7** Analyse Taylor and Fayol and their logics about organization,s management.(AN)

**PROCESS /ACTIVITIES**

**(these can be put under- activity to introduce, activity to support learning, activity to assess learning)**

**ACT 1** . Interview an entrepreneur, ask him/her the keys to successful entrepreneurship. Also ask him/her whether he/she attributes the success of his business to luck or hard work.. **(K ) & (APP )**

**ACT 2** Conduct a survey in your colony by asking people if they face any particular problem and see if you can find a solution to that problem. **(K ) & (APP)**

**ACT 3** Think of an innovative product and conduct a survey in your colony and analyse whether it will be accepted in your neighborhood. **(K ) & (APP)**

**ASSESSMENT:**

A 1 Present the report of Act. 1,2 and 3

A 2 Self Assessment test:

1) Aditi started her boutique business near an industrial area and she was not getting clients as she had expected. What are the factors which have been ignored before starting the boutique? Suggest the various factors that she has to look into before venturing into business.

2) Mr. Raghav had always wanted to manufacture an innovative, energy efficient fan. He was looking into various options and has finally narrowed it down to one option. He understands that the entire idea would have to follow a process. Identify and explain the process.. **(A)**

3) "An opportunity may be derived from the needs and problems of the society."Comment? **(K)**

4) What is the purpose to scan the environment?.**(K)**

5" Sensitivity to environmental factors is essential for an entrepreneur." In light of above statement explain the importance of environment scanning.. **(K )**

6) What is Innovation and explain the elements of innovation process?.**(K)**

7) Entrepreneurship does not emerge and grow spontaneously. Rather it is dependent upon several various environmental factors. Explain them..**(K)**

**Verbal questions will be asked in the class. Some question will be given in the class for practice.**

**Digital Content to be used: - (E)**

**DIGITAL CONTENT TO BE USED:**

**PPT**

**EXPECTED LEARNING OUTCOME–**

**Students will be able to:**

- 1 Business Opportunity and elements.
- 2 Exploring opportunities, Evaluating the ideas, Identifying a product or service through innovation.
- 3 Ability to perceive and preserve basic ideas, Ability to harness different sources of information, Vision and creativity.
- 4 Various sources which lead to the basic ideas
- 5 Steps involved in idea and opportunity assessment

| <b>Placement of Objectives, Instructional Activities and Assessment</b> |                  |                      |                    |                 |                  |                   |
|---|------------------|----------------------|--------------------|-----------------|------------------|-------------------|
| <b>Topic: Principles of Management</b>                                  |                  |                      |                    |                 |                  |                   |
|   | <b>KNOWLEDGE</b> | <b>UNDERSTANDING</b> | <b>APPLICATION</b> | <b>ANALYSIS</b> | <b>SYNTHESIS</b> | <b>EVALUATION</b> |
| <b>Objectives</b>   | 2                | 5                    | 3                  | 2               | 1                |                   |
| <b>Activities</b>   | 3                |                      | 3                  |                 |                  | 1                 |

|                   |   |  |   |  |  |  |
|-------------------|---|--|---|--|--|--|
| <b>Assessment</b> | 5 |  | 2 |  |  |  |
|-------------------|---|--|---|--|--|--|

**REVIEW OF THE LESSON PLAN**  
**(TO BE DONE WHEN THE LESSON GETS OVER)**

**Problems faced –**

**Success-**

**Failure-**

**Real Learning Outcomes**

**ELO-**

**Students' response/ participation**

**Teacher's Learning**

**TO INCORPORATE IN TERM 2-**