

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail of
BBA (Bachelor of Business Administration) 6th Semester

RCH 201: Business Research Methods	3 Credit Hours
FIN 208: Financial Markets & Services	3 Credit Hours
SOC 204: Nepalese History and Politics	3 Credit Hours
MGT 237: Entrepreneurship & Business Resource Mapping	2 Credit Hours
MGT 238: Practicum on Business Plan	1 Credit Hour
IT 204: E-Commerce	3 Credit Hours

October 2024

SOC 204: Nepalese History and Politics

Credits: 3
Lecture Hours: 48

Course Objectives

After the completion of the course the students will be able;

- to describe the major historical events of Nepal,
- to examine the political changes and development of different historical time,
- to corroborate the contemporary politics with the past historical events,
- to identify the factors and issues affecting current politics of Nepal

Course Description

This course is designed to impart the introductory knowledge to the student about the history and political development of Nepal. This course mainly focuses on the main trends of Nepalese history covering major historical events and political changes of Nepal.

Course Details

Unit 1: Nepal in Ancient and Medieval Times 8 LHs

- Historicity of Nepal
- Brief history of ancient Nepal-Gopala, Mahishpala and Kirat dynasty
- Malla Rule in Nepal Mandala-political, social and economic condition
- Division of Malla Kingdom
- Introduction to the Baise and Chaubise principalities of Medieval Nepal
- Causes of the Fall of Malla Kingdom

Required Readings:

1. Shah, Rishikesh (1992), *Ancient and Medieval Nepal*, New Delhi: Manohar Publications.
2. Regmi, D. R. (1965/1966), *Medieval Nepal, Part I & II*, Calcutta: Firma K.L. Mukhopadhyay.
3. Pande, Ram Nivas, *Making of Modern Nepal*, New Delhi: Nirala Publications, 1997.
4. सुवेदी, राजाराम, *कर्णाली प्रदेशको मध्यकालीन इतिहास*, काठमाडौं: साभ्ना प्रकाशन, वि.सं. २०५४ ।
5. सुवेदी, राजाराम, *वाइसी राज्यको ऐतिहासिक रूपरेखा*, काठमाडौं: नेपाल र एशियाली अध्ययन केन्द्र, वि.सं. २०५५

Unit 2: Modern Nepal: Shah Rule (1742-1846) 8 LHs

- Prithvinarayan Shah and the conquest of Kathmandu Valley
- Bahadur Shah as Regent
- Rise and Fall of Bhim Sen Thapa
- Anglo-Nepal War, 1814-16- Causes and effects

Required Readings:

1. Regmi, D. R., *Modern Nepal, I & II Vols.*, Calcutta: Firma K.L. Mukhopadhyaya, 1975.

2. Stiller, Ludwig F., *The Rise of the House of Gorkha*, Ranchi: Patna Jesuit Society. 1975.
3. Vaidya, T. R., *Advanced History of Nepal*, New Delhi: Anmol Publications, 1994.
6. आचार्य, बाबुराम, श्री ५ बडामहाराजाधिराज पृथ्वीनारायण शाहको संक्षिप्त जीवनी (भाग- १, २), काठमाडौं: श्री ५ महाराजाधिराजका प्रेस सचिवालय, वि.सं. २०२४ ।

Unit 3: Modern Nepal: Rana Regime (1846-1951)

10 LHs

1. Rise of Jaga Bahadur and Emergence of Rana regime
2. Family conflict and Classification of Rana family
3. Peace and Friendship Treaty of 1923 between Nepal and British India
4. Causes of the Fall of Rana Rule

Required Readings:

1. Jain, M.S. *The Emergence of a New Aristocracy in Nepal*, Agra: Sri Ram Mehra & Co. Publishers, 1972.
2. Sever, Adrian, *Nepal Under the Ranas*, Delhi: Oxford and IBH Publishing Co., 1993.
3. Amatya, Shaphalya, *Rana Rule in Nepal*, Delhi: Nirala Publications, 2004.
4. Whelpton, John, *A History of Nepal*, London: Cambridge University Press, 2005.
5. Manandhar, T.R., *Ten Years of Trouble*,

Unit 4: Nepal: Experiment with Democracy

12 LHs

1. The 1950-51 Movement: Its causes and effects
2. Parliamentary System of Government (1959-60)
3. Emergence of Panchayat System and its chief features
4. Causes of the End of Panchayat System
5. People's Movement of 1990 and Restoration of Democracy
6. People's Movement of 2006 and End of the Monarchy

Required Readings:

1. Joshi, Bhuvan Lal and Leo E. Rose, *Democratic Innovations in Nepal*, Berkeley: University of California Press, 1966, (Reprinted by Mandala Publication, Kathmandu, 2004).
2. Whelpton, John, *A History of Nepal*, London: Cambridge University Press, 2005.
3. Toffin, Gerard, *From Monarchy to Republic*, Kathmandu: Vajra Books, 2013.

Unit 5: Political Development and Governance in Nepal

10 LHs

1. Constitution and its development in Nepal
2. Political Parties and Their Roles after 1990
3. The Comprehensive Peace Agreement
4. Issue of Federalism in Nepalese Politics
5. Elections of Constituent Assembly
6. Chief Features of Constitution of Nepal (2015)
7. Administrative System of Nepal- Federal, Provincial and Local Government

Required Readings:

1. Toffin, Gerard, From Monarchy to Republic, Kathmandu: Vajra Books, 2013.
2. Brown, T. Louis, The Challenge to Democracy in Nepal, London: Routledge, 1996.
3. Einsiedel, Sebastian Von, David M. Nalone and Suman Pradhan (eds.), Nepal in Transition (From People's War to Fragile Peace), New York: Cambridge University Press, 2012.
4. Pyakurel, Uddhab Prasad and Indra Adhikari, State of Conflict and Democratic Movement in Nepal, Delhi: Vij Books India, 2013.
5. Raghavan, V. R. (ed.), Internal Conflict in Nepal (Transnational Consequences), New Delhi: Vij Books India, 2011

References

1. Baral, L. R., *Oppositional Politics in Nepal*, New Delhi: Abhinav Publications, 1977.
2. Baral, L.S., *Nepal Facets of Maoist Insurgency*, New Delhi: Adroit Publishers, 2011.
3. Parmanand, The Nepali Congress Since its Inception, New Delhi: Ankur, 1977. Gyanwali, Ram Prasad, 2012. Know Nepal. Kathmandu: Bhundipuram Prakashan.
4. Manandhar, Tri Ratna, Nepal: The Years of Trouble, Kathmandu: Purna Devi Manandhar, 1986
5. Sharan, P. Government and Politics of Nepal, New Delhi: Metropolitan Publications, 1983.
6. Shah, Rishikesh, Politics in Nepal, New Delhi: Manohar, 1993
7. Uprety, Prem R., Political Awakening in Nepal, New Delhi: Commonwealth Publishers. 1992.
8. आचार्य, बाबुराम, श्री ५ बडामहाराजाधिराज पृथ्वीनारायण शाहको संक्षिप्त जीवनी (भाग १-४), काठमाडौं: साभ्का प्रकाशन, वि.सं. २०६१ ।
9. गौतम, राजेश, नेपालको प्रजातान्त्रिक आन्दोलन र नेपाली कांग्रेस, काठमाडौं: श्रीराम श्रेष्ठ र कृष्णमुरारी अधिकारी, वि.सं. २०५५
10. गौतम, राजेश, नेपालको प्रजातान्त्रिक आन्दोलन र नेपाली कांग्रेस, भाग-२, काठमाडौं: कृष्णमुरारी अधिकारी र श्रीराम श्रेष्ठ, वि.सं. २०६६ ।
11. शर्मा, देवीप्रसाद, आधुनिक नेपालको इतिहास, काठमाडौं, रत्न पुस्तक भंडार, वि.सं. २०७४ ।
12. नेपालको संविधान, नेपाल सरकार,, नेपाल कानून किताव व्यवस्था समिति, वि.सं. २०७२ ।
13. नेपाली, चित्तरञ्जन, श्री ५ रणबहादुर शाह, काठमाडौं: मेरी राजभण्डारी, वि.सं. २०२० ।
14. नेपाली, चित्तरञ्जन, जनरल भीमसेन थापा र तत्कालीन नेपाल, काठमाडौं: रत्नपुस्तक भण्डार वि.सं. २०२२ ।

IT 204: E-Commerce

(BBA 6th semester)

Credits: 3
Lecture Hours: 48

Course Objective

The main objective of this course is to introduce different concepts of e-commerce including business models, security, payment systems, e-commerce marketing and advertisement, social networks, portals, auctions and B2B e-commerce.

Course Description

The course covers different concepts of e-commerce including features, types, business models, infrastructure, security and payment systems of e-commerce. This course also covers additional concepts such as e-commerce marketing and advertising, social networks, portals and auctions, and the concepts of B2B e-commerce.

Course Details

Unit 1: Introduction

3 LHs

Why E-commerce? Introduction to E-commerce; Unique Features of E-commerce; Types of E-commerce

Unit 2: E-commerce Business Models and Concepts

6 LHs

E-commerce Business Models; B2C Business Models; B2B Business Models; How E-commerce Changes Business: Strategy, Structure, and Process

Unit 3: E-commerce Infrastructure: The Internet, The Web and The Mobile Platforms

6 LHs

The Internet: Technology Background; Internet Infrastructure and Access; The Web; The Internet and Web: Features and Services; Mobile Apps

Unit 4: E-commerce Security and Payment Systems

7 LHs

E-commerce Security Environment; Security Threats; Technology Solutions; Management Policies, Business Procedures, and Public Laws; E-commerce Payment Systems

Unit 5: E-commerce Marketing and Advertising Concepts

7 LHs

Consumers Online: The Online Audience and Consumer Behavior; Digital Commerce Marketing and Advertising Strategies and Tools; Online Marketing Technologies; Understanding the Costs and Benefits of Online Marketing Communication

Unit 6: Social, Mobile, and Local Marketing

6 LHs

Introduction to Social, Mobile, and Local Marketing; Social Marketing; Mobile Marketing; Local and Location-Based Marketing

Unit 7: Social Networks, Auctions, and Portals

6 LHs

Social Networks and Online Communities; Online Auctions; E-commerce Portals

Unit 8: B2B E-commerce: Supply Chain Management and Collaborative Commerce 7 LHs

Overview of B2B E-commerce; The Procurement Process and Supply Chains; Trends in Supply Chain Management and Collaborative Commerce; B2B E-commerce Marketplaces: The Selling Side of B2B; Private B2B Networks

Case Study:

The case study includes studying and preparing a project report on any popular e-commerce web application including its products, features, payment systems etc. Students can also propose a new e-commerce web application for the organization they study during case study. The project can be done in groups with at most 3 members in each group.

Suggested Reading

E-commerce: Business, Technology, and Society, Kenneth C. Laudon and Carol Guercio Traver, 17th Edition, Pearson

Digital Business and E-commerce Management, Dave Chaffey, Tanya Hemphill David Edmundson-Bird, 7th Edition, Pearson

RCH 201: Business Research Methods

BBA 6th Semester

Credits: 3

Lecture Hours: 48

Course Objectives

This course is an introduction on how to do business research with an emphasis on applied problem solving and report writing. The objective of this course is therefore to provide knowledge and understanding of basic principles of business research methods.

Course Description

The course has a preliminary focus on problem identification, theoretical framework development and hypothesis formulation. The course will then deal with research design issues, measurement, sampling, data collection and analysis. This encompasses the overall understanding and application of appropriate research techniques and research statistics, and report writing and presentation skills.

Course Details

Unit 1: Introduction

8 LHs

Meaning of research; Scientific research-features, Types of research-basic research and applied research; The scientific research process; Paradigm shifts-Positivism vs. interpretivism philosophies; Management research-concept, nature, and value in business decision making; applying scientific thinking to management/business problems; Ethical issues in business research.

Unit 2: Literature Searching and Theoretical Framework

5 LHs

Concept, purposes and steps in literature survey; Literature search through the internet; Theoretical framework; Research problem; Statement of research objectives; Formulation of research hypothesis; Approaches-deduction and induction.

Unit 3: Research Design

5 LHs

Concept of research design; Quantitative research designs -descriptive, correlational, causal-comparative, and experimental; Qualitative research - case study, ethnography and grounded theory.

Unit 4: Measurement, Scaling and Sampling

8 LHs

Variables (independent, dependent and moderating) and measurement scale (nominal, ordinal, interval, ratio); Nature of measurement; Scale construction for attitude measurement; Scales commonly used in business research (rank order rating scale, semantic differential scale, likert scale); Validity and reliability of measurement; Sources of measurement problems; Sampling process; Types of sampling -probability sampling (simple random, systematic, stratified and cluster) and non-probability sampling(convenience, judgmental and quota); Sampling and non- sampling errors; Determination of sample size.

Unit 5: Data Collection and Analysis

12 LHs

Types of data and their sources-secondary data, advantages and disadvantages of using secondary data; Primary data-sources and methods; Questionnaires-design, components and principles of questionnaire writing; Research interviews- face-to-face and telephone interviews, computer assisted interviewing; Observation-concept and methods;

Presenting data in tables, diagrams and graphs, Quantitative data analysis methods - descriptive and inferential statistics; Methods of collecting qualitative data; Qualitative data analysis methods - content analysis, narrative analysis, discourse analysis, grounded theory analysis; Chi-square test for goodness of fit and independence of attributes with examples.

Unit 6: Research Proposal and Report Writing

10 LHs

Topic selection; Research proposal – purpose, types and structure; Writing research reports -the reporting process, procedure for writing, and style of writing; Typing and layout of the research report; Citations and references by using APA format; Essentials of a good research report.

Basic Books

Bryman, A. and E. Bell. *Business Research Methods*. New Delhi: Oxford University Press.

Pant, P. R. *Fundamentals of Business Research Methods*. Kathmandu: Buddha Academic Enterprises.

Zikmund, and G. William. *Business Research Methods*. New Delhi: Thomson India.

Reference Books

Chawla, D. and N. Sondhi. *Research Methodology-Concepts and Cases*. New Delhi: Vikas Publishing House.

Cooper, D. R. *Business Research Methods*. New Delhi: Tata McGraw- Hill Publishing Company Ltd.

FIN 208: Financial Markets and Services

BBA: 6th Semester

*Credits: 3
Lecture Hours: 48*

Course Objectives

The purpose of this course is to provide the students with in-depth understanding of the structure, principles and functions of financial markets and services. Upon completion of this course, the students will have necessary theoretical background of financial markets and how they work globally as well as in the context of Nepal. Furthermore, fund management, lending, insurance and investment.

Course Description

The course deals with fundamental aspect of financial market and services. Particularly, this course covers the financial system, financial market regulation and financial services, financial markets, commercial banks and others lending institutions, insurance companies and pension funds, investment banks and mutual funds and security firms and other institutions.

Course Details

Unit 1: The Introduction of Financial System

4 LHs

Meaning of financial system, Function of financial system, Components of financial system, and financial markets and its types, financial intermediaries and classification, financial assets and roles of financial system in economy.

Unit 2: Financial market Regulations and Financial Services.

5 LHs

Financial Market regulations; Financial market regulations; Central bank and its functions, conduct of monetary policy, financial services; Meaning, scope and types of financial services, Characteristics of financial services, Causes for financial innovations, financial services and promotion of industries, financial service industries in Nepal.

Unit 3: Money Market

6 LHs

Meaning of Money Market; Purposes of money market; Participants in money market; Money Market Instruments: Treasury bills, commercial paper, central bank funds, negotiable certificate of deposits, repurchase agreement, and banker's acceptances; Yield concepts on discount papers: discount yield, bond equivalent yield, effective annual rate, holding period return, and holding period yield; Yield concepts on other money market instruments; Money market in Nepal

Unit 4: Capital Market

8 LHs

Meaning of capital market; Functions of capital market; participants in capital market; Capital market securities: Treasury notes and bonds, municipal bonds, corporate bonds, mortgaged

backed securities, and common stock; Yield on capital markets securities; International aspects of capital markets; and Issues in capital markets in Nepal

Unit 5: Commercial Banks and Other Lending Institutions**8 LHs**

Concept of commercial bank; Financial statements and off-balance sheet assets and liabilities; Financial statement analysis using a return on equity framework; Regulation of commercial banks; Types of regulations: liquidity regulation, capital adequacy regulation in reference to Basel Accord, Saving and loan associations; Saving banks; Credit unions; Overview of development banks, finance companies, micro-credit development banks, and co-operatives, Classification of financial institutions in Nepal.

Unit 6: Insurance Companies and Pension Funds**7 LHs**

Concept of insurance companies; Types of insurance companies; Life insurance: types, the fair value of an annuity policy, and asset and liability structure; Property-casualty insurance companies: types, asset and liability structure, and profitability; Overview of insurance industry in Nepal; Regulation and supervision mechanism of insurance businesses in Nepal. Concept of pension funds; Types of pension plans; Retirement benefits under defined benefit plan and defined contribution plan; and Pension fund management practices in Nepal

Unit 7: Investment Banking and Mutual Funds**6 LHs**

Meaning and roles of investment banks, Securitization of assets, Merger and acquisition, investment banking activities in Nepal; Concept of mutual funds; Types of mutual funds; Mutual fund expenses; Net asset value and return on mutual funds; Mutual fund practices in Nepal.

Unit 8: Securities Firms and Other Institutions**4 LHs**

Concept of merchant banks, functions of merchant banks, merchant bank activities in Nepal; Concept of brokerage and dealer services, and practices in Nepal; Concept of rating agencies, rating agency services in Nepal, Functions of CDS and Clearing Limited; Overview of Employee Provident Fund and Citizen Unit Trust

Suggested Reading

Fabozzi, F. J., & Jones, F. J. *Foundations of Global Financial Markets and Institutions*. Massachusetts, USA: MIT Press.

Saunders, A. & Marcia, M. C. *Financial markets and institutions*. New Delhi: McGraw-Hill Education (India) Pvt. Ltd.

Gordon, E., & Natarajan, K. *Financial markets and services*. Mumbai: Himalaya Publishing House.

Banks and Financial Institutions Act (BAFIA), NRB

NRB Directives

Publications of Security Board of Nepal.

Publications of Insurance Board.

Circular and Guidelines related to security market of Nepal.

MGT 237: Entrepreneurship & Business Resource Mapping

*Credits: 2
Lecture Hours: 32*

Course Objectives

The course is designed to equip students with the skills to identify and launch entrepreneurial ventures. It also covers different aspects of entrepreneurship and the identification of business resources. A key focus is enhancing students' abilities to identify business opportunities, develop a comprehensive business plan with business model. The course also helps to acquaint the students and map with the business demography and resources available in the country.

Course Description

The course contains an overview of entrepreneurship, creativity, innovation, legal issues for entrepreneurship development, business opportunity identification, types of business resources, tools and techniques for resource mapping and strategies.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- To understand fundamental knowledge and concept about entrepreneurship and business resource mapping
- To be able in applying the concept and skills of designing the business models
- To know the legal issues for entrepreneurship registration and development
- To understand the feasibility analysis and business opportunity identification
- To be familiar with the concept of business demography for resource mapping

Learning strategies/ Tools for pedagogy

The following tools for pedagogy are recommended to faculties and instructors to facilitate in the class rooms. The instructor should strictly follow the ongoing evaluation and assessment process as per the following dimensions

- Business plan development based on business model
- Feasibility analysis report
- Thematic presentation on the contemporary issues of entrepreneurship
- Term paper writing (theoretical and conceptual) based on syllabic contents
- Project work and assignment

Course Details

Unit 1: Introduction to Entrepreneurship

3 LHs

Entrepreneurship and entrepreneur: concept, features of entrepreneurship, and type of entrepreneur; Entrepreneurial mindset; Eco-efficiency; Ecopreneurship; Entrepreneurial process.

Unit 2: Creativity and Innovation for Entrepreneurship

4 LHs

Creativity: components of creativity, creativity techniques. Innovation: incremental versus disruptive innovation, sources of innovation, process of innovation: prompts, inspirations and diagnoses, proposals and ideas, prototyping and pilots, sustaining, scaling and diffusion, and systemic change. Linking creativity, innovation, and entrepreneurship.

Unit 3: Legal Issues for the Entrepreneurship Development

3 LHs

Legal structures: Entrepreneurship registration, types of business enterprises (sole proprietorship, partnership, company, trusts); Intellectual property: patents, trademarks, industrial design, copyright, trade secrets; other legal issues: licenses, trade practices, taxation, licensing, product safety and liability, Insurance and contracts.

Unit 4: Feasibility Analysis and Business Opportunity Identification

10 LHs

Concept, role of feasibility analysis in developing successful business ideas, product and services; industry/ target market analysis; organizational feasibility analysis; financial feasibility analysis; development of feasibility analysis template; Business opportunity identification: Techniques for identifying business opportunities, market research and analysis, analysis of feasibility of ideas; Business description: background, purpose, and objectives. Marketing component: Overall market, specific market competitive factors.

Unit 5: Types of Business Resources and Mapping

4 LHs

Human resources: Skills, teams, and leadership; Financial resources: Funding sources, budgeting, and financial planning; Physical resources: Infrastructure, technology, and equipment; Informational resources: data, information and knowledge systems; Resource mapping: concept and application.

Unit 6: Business Model and Resource Mapping Strategy

5 LHs

Business model canvas: concept, business model canvas versus lean canvas; Business Plan: concept and benefits of the business plan, elements of a business plan, different types of plan. Preparation of the sample business plan by using business model canvas; Techniques for effective resource visualization; Strategies for Resource Mapping; Resources Mapping in Nepal.

Unit 7: Introduction to Business Demography

3 LHs

Business Demography: concept and application; Spheres of business demography: consumer research, product development, product marketing, site selection; Sources of data and business decision making.

Suggested Reading

Dollinger, Marc. J. *Entrepreneurship: Strategies and Resources*. New Delhi: Pearson Education.

Hisrich, Robert, D., Peter, Michael P., & Shepherd, D.A. *Entrepreneurship*. New Delhi: Tata McGraw Hill.

Khanka, S.S. *Entrepreneurship Development*. New Delhi: S. Chand & Co.

Schwartz, Beverly. *Rippling: How Social Entrepreneurs Spread Innovation Throughout the World*. Jossey Bass.

Chalise, M, & Gautama, P. *Entrepreneurship & Business Resources Mapping*. KEC Publication & Distribution (P.) Ltd. Kathmandu.

Swanson, D.A. & Morrison, P.A. Teaching business demography using case studies. *Population Research and Policy Review*, 29(1), pp. 1-15 (for case in demography)

Thomas, R.K. *Concepts, methods and practical applications in applied demography: An introductory textbook*. Springer, pp.1-15.

MGT 238: Practicum on Business Plan

*Credits: 1
Lecture Hours: 16*

Course Objectives:

The course aims to impart students with skills to prepare business plan based on business models with the identification business opportunities, and financial projections, refine communication and presentation skills, and sharpen critical thinking and analytical skills for successful careers in entrepreneurial venture creation and start-ups.

Course Description:

This course provides a practical approach to learning business plan formulation, development of business model giving participants the skills needed for entrepreneurship development. Through workshops, case studies, and simulations, students will learn to create thorough business plans, covering market analysis, strategy, financial projections, and presentations. They'll apply theory to real situations, enhancing critical thinking, problem-solving, and communication abilities both individually and in teams

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- To develop the skills in designing the business models
- To able in developing the business plan
- To able in applying the concept and skills of designing the business models and business plan
- To be able in designing the opportunity mapping and customer profiling

Learning strategies/ Tools for pedagogy

The following tools for pedagogy are recommended to faculties and instructors to facilitate the practicum/workshop of business plan development

- Business plan development based on business model
- Feasibility analysis report
- Workshop
- Pitching and presentation of business ideas/plans

Term of References (TOR) for Practicum

Session 1: Introduction and Application of Business Model with Business Plan

Understanding of different business models

Use of business model in designing the business plan

Business Plan and its uses

Assembling a Business Plan

Idea Generation and brainstorming

Idea selection

Group task: A Real-life case discussion on an entrepreneur's journey.

Session 2: Feasibility Analysis, Market Analysis and Strategy Formulation

Feasibility Analysis

Market analysis

Recognizing opportunities and SWOT analysis of a selected market.

Formulating strategies based on market analysis.

Group task: Conduct a SWOT analysis for their own business or a chosen market.

Session 3: Opportunity Mapping and Customer Profiling

Successful customer targeting strategies.

Methods to reach target customers effectively.

Developing a competitive landscape, including key competitors, their offerings, and their market share.

Group/ Individual task: Develop a customer profile for their business.

Session 4: Financial Plan and Analysis

Important Assumptions and Key Financial Indicators

Break-even Analysis

Projected Profit and Loss, Projected Cash Flow, Projected Balance Sheet, Financial Ratios

Group/ Individual task

Session 5: Crafting Compelling Business Plan

Structure and components of a business plan.

Workshop on Writing and refining a business plan

Peer Learning - Feedback and improvements.

Group/ Individual task: Draft a business plan for their own business or a hypothetical project.

Session 6: Pitching and Presenting Business Ideas

Presentation Skills Workshop- Delivery techniques.

Group Practice - Pitching business ideas.

Peer Learning- Constructive criticism and suggestions.

Group/ Individual task: Refine their pitch based on feedback.

Session 7: Final Presentations and Reflection

Final Presentations - Each participant presents their business development proposal.

Feedback and questions from the group.

Participants reflect on their learning and set future goals.

Further readings:

Kuratko, D.F. and Rao, T.V. Entrepreneurship- A South Asian Perspective, New Delhi: Cengage learning India Private Limited.

Katz, J. and Green, R.. Entrepreneurial Small Business. New Delhi: Tata McGraw-Hill Education.

Thomas W. Zimmerer, Norman M. Scarborough with Doug Wilson. Essentials of Entrepreneurship and Small Business Management, 5th Edition, Pearson Education Inc. PHI Learning Private Limited, Delhi.

Shaper, M., Volery, T., Weber, P., & Lewis, K. Entrepreneurship and Small Business. New Delhi: Wiley India.

Sample Business plans and Business Model Templates