

MGT 238 PRACTICUM ON BUSINESS PLAN

(BBA / BBM Program)

Credits: 1

LH: 16

Course Objectives:

The course aims to impart students with skills to prepare business plan, identify business opportunities, and financial projections, refine communication and presentation skills, and sharpen critical thinking and analytical skills for successful careers in entrepreneurial venture creation.

Course Description:

This course provides a practical approach to learning business plan formulation, 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

Course Plan:

Session 1: Introduction of Business Plan

2 LH

- Concept about 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: Market Analysis and Strategies Formulation

2 LH

- Market analysis
- Recognizing opportunities and SWOT analysis of a selected market.
- Building business model
- Formulating strategies based on market analysis.

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

Session 3: Opportunity Mapping and Customer Profiling

2 LH

- 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

2 LH

- Important Assumptions and Key Financial Indicators
- Break-even Analysis
- Projected Profit and Loss, Projected Cash Flow, Projected Balance Sheet, Financial Ratios

Group/ Individual task: Practice and Develop the above Financial Statement and Reports

Session 5: Crafting & Compelling Business Proposals/Plan 2 LH

- 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 3 LH

- 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 3 LH

- Final Presentations - Each participant presents their business development proposal.
- Feedback and questions from the group.
- Participants reflect on their learning and set future goals.

Group/ Individual task: Final presentation & Reflection

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.

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

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.

Evaluation schemes

Crafting/Designing Business Plan	30 Marks (Internal)
Peaching and Presenting Business Ideas	30 Marks (Internal)
Final Presentation and Reflections	40 Marks (External)

Note: *The campuses / colleges should contact at Dean Office for external experts and submit the marks with duly signed by internal instructor and external expert*