

**Module Title: New Enterprise Start Up**

**Module Code: B3243**

**Level: BAICA – 7<sup>th</sup> Semester...Lesson Plan**

---

S. No.	Units	Topics / Activities
1	Company Profile	<ul style="list-style-type: none"><li>• Business Description</li><li>• Operational Details</li></ul>
2	Product and Service	<ul style="list-style-type: none"><li>• Need Analysis</li><li>• Product / Service Description</li><li>• Product Portfolio</li></ul>
3	Unique Selling Proposition	<ul style="list-style-type: none"><li>• Meaning of USP</li><li>• Identifying Competitive Advantage</li></ul>
4	Market Analysis and Plan	<ul style="list-style-type: none"><li>• Market Characteristics</li><li>• Target Market</li><li>• Marketing Strategies and Plan</li></ul>
5	Industry Analysis	<ul style="list-style-type: none"><li>• Current Industry Trends</li><li>• Competition Analysis (Direct and Indirect)</li><li>• Market Share</li></ul>
6	SWOT Analysis	<ul style="list-style-type: none"><li>• Strengths</li><li>• Weaknesses</li><li>• Opportunities</li><li>• Threats</li></ul>
7	HR Plan	<ul style="list-style-type: none"><li>• Hiring Concepts and Strategies</li><li>• Organization Chart</li><li>• Staffing List</li><li>• Salary Structure</li><li>• Job Description Template</li></ul>
8	Financials	<ul style="list-style-type: none"><li>• Start-Up Cost</li><li>• Cost Price Calculations</li><li>• Pricing Strategies</li><li>• Selling Price and Profit Margin</li><li>• Cash Flow Statement</li></ul>
9	Business Proposal	<ul style="list-style-type: none"><li>• Preparing Business Proposals</li><li>• Business Presentation to Bank</li><li>• Loan Interview Preparation</li></ul>

