

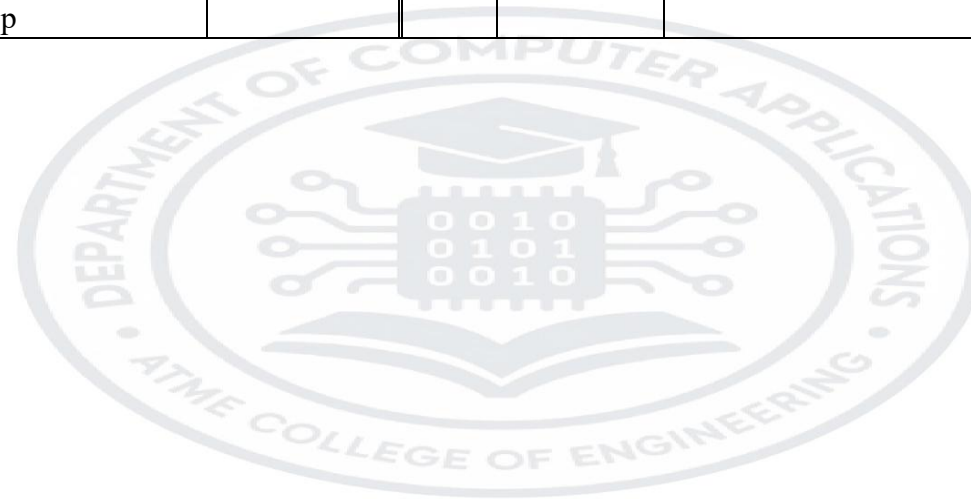
DEPARTMENT OF COMPUTER APPLICATIONS

LESSON PLAN & WORK-DONE DIARY FOR AY:2025-26, ODD SEMESTER

Course with Code: Digital Entrepreneurship – BBKA405				Faculty: Ms. Poojitha S		Semester & Section: IV Sem		
Class No.	Date planned (DD/MM)	Topics to be covered	TLP Planned	Class No.	Date of Conducti on (DD/MM)	Topics Covered	TLP Executed	Remarks if any deviation
MODULE-1								
1	20/1/26	Digital Entrepreneurship: meaning, characteristics, functions, and decision process;						
2	22/1/26	Types of Entrepreneurships: innovative, women, rural, social, family business; Concept and growth of Digital entrepreneurship in India; Types and charecterstics of entrepreneurs:						
3	23/1/26	Innovative Entrepreneurs, Imitative (Adoptive) Entrepreneurs, Social Entrepreneurs,						
4	27/1/26	Serial Entrepreneurs, Lifestyle Entrepreneurs, Technopreneurs,						
5	29/1/26	Hustler Entrepreneurs, Opportunistic Entrepreneurs, Buyer Entrepreneurs.						

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6	30/1/26	Types and characteristics of Entrepreneurship: – Innovative Entrepreneurship,						
7	3/2/26	Women Entrepreneurship, Rural Entrepreneurship, Social Entrepreneurship, Family Business Entrepreneurship						



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MODULE-2								
Class No.	Date planned (DD/MM)	Topics to be covered	TLP Planned	Class No.	Date of Conduction (DD/MM)	Topics Covered	TLP Executed	Remarks if any deviation
8	5/2/26	Introduction to E-commerce: history, evolution, advantages and disadvantages, E-commerce Opportunities in different sectors;	PPT					
9	6/2/26	E-business Models Based on the Relationship of Transaction Parties: Business-to-Consumer (B2C), Business-to-Business (B2B),	PPT					
10	10/2/26	Consumer-to-Consumer (C2C), Consumer-to-Business (C2B);E business Models Based on the Relationship of Transaction Types:	PPT					
11	12/2/26	Brokerage Model Aggregator Model, advertising, subscription, affiliate. Opportunity identification and selection in Digital entrepreneurship.	PPT					

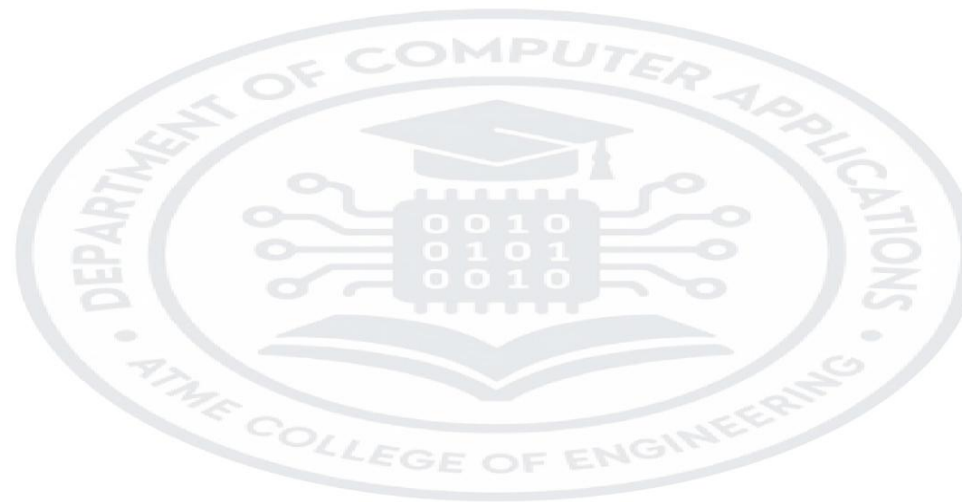
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MODULE-3

Class No.	Date planned (DD/MM)	Topics to be covered	TLP Planned	Class No.	Date of Conduction (DD/MM)	Topics Covered	TLP Executed	Remarks if any deviation
12	13/2/26	Internet Client-Server Applications: Telnet, File Transfer Protocol (FTP), Chat on the Web, Identifying Data Types with Multipurpose Internet Mail Extensions (MIME).	PPT					
13	17/2/26	Transmission Control Protocol (TCP), Search Engines	PPT					
14	19/2/26	E – Marketing: Meaning, Scope and Procedure. E-marketing Value Chain, Site Adhesion: Content, Format, and Access.	PPT					
15	20/2/26	Maintaining a Website, Metrics Defining Internet Units of Measurement; Online Marketing: How Should Buyers Pay Online, Advantages of Online Marketing;	PPT					
16	3/3/26	E-advertising: Various Means of Advertising;	PPT					
17	5/3/26	E-branding: Elements of Branding, Spiral Branding; Marketing Strategies: Permission-marketing Strategies;	PPT					

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		Brand-leveraging Strategies, Affiliate-marketing Strategies						
18	6/3/26	Viral-marketing Strategies, Website Naming Issues, Advertising-supported Model, Marketing Strategy on the Web	PPT					



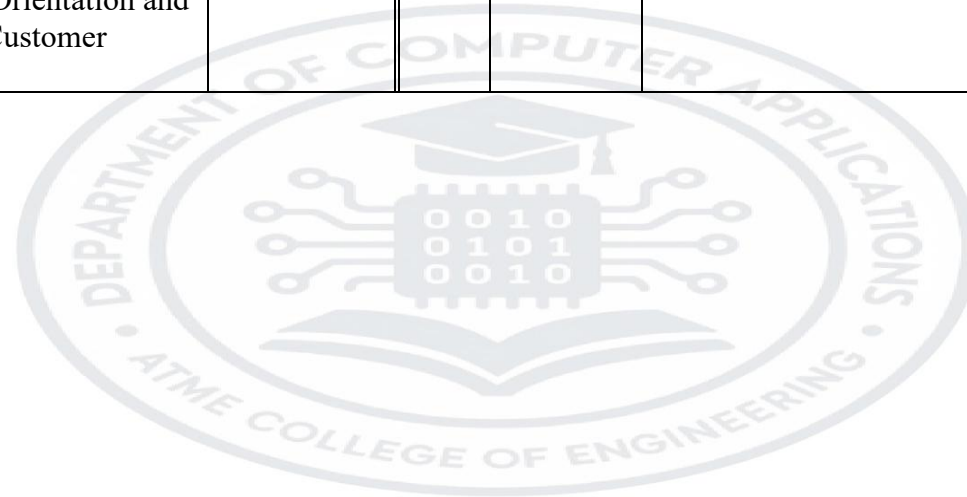
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MODULE-4

Class No.	Date planned (DD/MM)	Topics to be covered	TLP Planned	Class No.	Date of Conduction (DD/MM)	Topics Covered	TLP Executed	Remarks if any deviation
19	10/3/26	E-Security: Information System Security; Security on the Internet: Network and Website Security Risks, How Are Sites Hacked?, Security and E-mail,	PPT					
20	12/3/26	Network and Website Security; E-business Risk Management Issues: The Firewall Concept, Firewall Components;	PPT					
21	13/2/26	E-payment Systems: Digital Payment Requirements, Online Payment Categories; Digital Token based E-payment Systems, Benefits to Buyers, Benefits to Sellers,	PPT					
22	17/3/26	Convenience, Credit Cards as E payment Systems, Encryption and Credit Cards 266 The Mobile Payments; Classification of New Payment Systems: Smart Card Cash Payment System, Micropayment Systems,	PPT					
23	20/3/26	Properties of 2 Electronic Cash (E-cash), E-cash in Action, Using	PPT					

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		the Digital Currency, Operational Risk and E-cash, Legal Issues and E-cash;						
24	24/3/26	Customer Relationship Management: Converting Clicks to Customers, Managing Customer Value Orientation and Life Cycle, The Customer Retention Goal.	PPT					



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MODULE-5

Class No.	Date planned (DD/MM)	Topics to be covered	TLP Planned	Class No.	Date of Conduction (DD/MM)	Topics Covered	TLP Executed	Remarks if any deviation
25	26/3/26	Strategy: Information and Strategy; The Virtual Value Chain; Seven Dimensions of E-commerce Strategy: The 7S Framework;	PPT					
26	27/3/26	Value Chain and E-strategy: Value Activities, Assessment of Information, Components of the Commerce Value Chain;						
27	7/4/26	Supply Chain: Seven Ways to Reduce Inventory; E-SCM Provides "Real-time" Benefits; E-SCM-The Strategic Advantage; Benefits, E-Supply	PPT					
28	9/4/26	Chain Components, E-Supply Chain Architecture; Mobile Commerce (M-Commerce): Concept and evolution of M-commerce,						
29	16/4/26	Applications of M-commerce (banking, retail, ticketing, mobile payments, etc.),	PPT					
30	17/4/26	Technologies supporting M-commerce (wireless networks, mobile apps, mobile payment gateways, QR codes, NFC, etc.)						

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31	21/4/26	Institutional Support for Entrepreneurs: Role of institutions in entrepreneurship development,	PPT					
32	23/4/26	National Small Industries Corporation (NSIC), Small Industries Development Organization (SIDO),	PPT					
33	24/4/26	District Industries Centres (DICs), State Industrial Development Corporations (SIDCs)	PPT					
34	28/4/26	Financing of Enterprises: Sources of finance for startups and SMEs, Role of banks and financial institutions,	PPT					
35	30/4/26	Venture capital financing: concept, process, and major players,	PPT					
36	5/5/26	Government incentives, subsidies, and schemes.	PPT					
37	7/5/26	Revision	Chalk & Talk					
38	8/5/26	Revision	Chalk & Talk					



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	Activity	Planned	Actual	Remarks
1	Theory Classes	38		
2	Assignments/Quizzes/Activity/ Self-study	2 Assignment + 5 quiz		
3	Tutorials/ Extra classes			
4	Internal Assessments	3		
5	ICT based Teaching (% of usage in Curriculum)			
Planning			Execution	
Faculty Signature:			Faculty Signature:	
HoD Signature:			HoD Signature:	