

Lesson Plan

Name of the Faculty : ANIL KUMAR GUPTA
 Discipline : HOD Mech. Engr.
 Semester : VIth
 Subject : ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT
 Lesson Plan Duration : Jan-Apr-2018
 Work Load (Lecture/ Practical) per week (in hours): 03 HOURS (Lecture)

Week	Theory		Practical
	Lecture day	Topic (including assignment/ test)	Topic
1 st	1	Introduction about subject	N/A
	2	Concept /Meaning of Entrepreneurship and its need.	
	3	Qualities and functions of entrepreneur and barriers in entrepreneurship.	
2 nd	4	Sole proprietorship and partnership forms of business organizations.	
	5	Schemes of assistance by entrepreneurial support agencies at	
	6	National, State, District, and Commercial Banks, SFC's TCO, KVIB, DIC.	
3 rd	7	Technology Business Incubator (TBI) and Science and Technology Entrepreneur Parks (STEP).	
	8	Market Survey and Opportunity Identification.	
	9	Scanning of business environment, 1st Assignment	
4 th	10	Salient features of National and State industrial policies and resultant business opportunities.	
	11	Types and conduct of market survey	
	12	Assessment of demand and supply in potential areas of growth.	
5 th	13	Identifying business opportunity.	
	14	Considerations in product selection.	
	15	1st Sessional Test	
6 th	16	Project report Preparation.	
	17	Preliminary project report.	
	18	Detailed project report including Technical, economic and market feasibility.	
7 th	19	Common errors in project report preparations	
	20	Exercises on preparation of project report, 2nd Assignment	
	21	Introduction to Management.	

Week	Theory		Practical
	Lecture day	Topic (including assignment/ test)	Topic
8 th	22	Definitions and importance of management.	
	23	Functions of management: Importance and Process of planning, organizing, staffing, directing and controlling.	
	24	Principles of management (Henri Fayol, F.W. Taylor).	
9 th	25	Concept and structure of an organization.	
	26	Types of industrial organizations, Line organization, Line and staff organization, Functional Organization.	
	27	Leadership and Motivation, Leadership, Definition and Need	
10 th	28	Qualities and functions of a leader, Manager Vs leader, Types of leadership.	
	29	Motivation; Definitions and characteristics, Factors affecting motivation, Theories of motivation.	
	30	2nd Sessional Test	
11 th	31	Management Scope in Different Area, Human Resource Management, Introduction and objective, Introduction to Man power planning, recruitment and selection.	
	32	Introduction to performance appraisal methods.	
	33	Material and Store Management, Introduction functions, and objectives.	
12 th	34	ABC Analysis and EOQ.	
	35	Marketing and sales, Introduction, importance, and its functions, Physical distribution.	
	36	Introduction to promotion mix, Sales promotion.	
13 th	37	Financial Management, Introductions, importance and its functions.	
	38	Elementary knowledge of income tax, sales tax.	
	39	Excise duty, custom duty and VAT, 3rd Assignment	
14 th	40	Miscellaneous Topics, Customer Relation Management (CRM), Definition and need, Types of CRM.	
	41	Total Quality Management (TQM) Statistical process control, Total employees Involvement	
	42	Just in time (JIT).	
15 th	43	Intellectual Property Right (IPR) Introductions, definition and	
	44	its importance. Infringement related to patents, copy right, trade mark.	
	45	3rd Sessional Test	