**ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT**

Faculty: Ms. Seema

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| **Week** | **Theory Topic** |
| **1st** | Entrepreneur Concept /Meaning and its need  Qualities and functions of entrepreneur and barriers in entrepreneurship |
| **2nd** | Sole proprietorship and partnership forms and other forms of business organisations  Schemes of assistance by entrepreneurial support agencies at National, State, District –level, organisation: NSIC, NRDC, DC, MSME, SIDBI, NABARD, NIESBUD, HARDICON Ltd.,  Commercial Banks, SFC’s TCO, KVIB, DIC, Technology Business  Incubators (TBI) and Science and Technology Entrepreneur Parks |
| **3rd** | Scanning of the business environment  Salient features of National and Haryana State industrial policies and resultant business opportunities  Types and conduct of market survey |
| **4th** | Assessment of demand and supply in potential areas of growth Identifying business opportunity  Considerations in product selection  Converting an idea into a business opportunity |
| **5th** | Preliminary project report  Detailed project report including technical, economic and market feasibility  Common errors in project report preparations Exercises on preparation of project report  Sample project report |
| **6th** | Definitions and importance of management  Functions of management: Importance and process of planning, organising, staffing, directing and controlling  Principles of management (Henri Fayol, F.W. Taylor) Concept and structure of an organisation  Types of industrial organisations and their advantages  Line organisation, staff organisation Line and staff organisation  Functional Organisation |
| **7th** | Leadership   * Definition and Need * Qualities and functions of a leader * Manager Vs leader * Types of leadership * Case studies of great leaders Motivation |

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|  | * Definition and characteristics * Importance of self motivation * Factors affecting motivation * Theories of motivation (Maslow, Herzberg, Douglas, McGregor) |
| **8th** | Human Resource Management   * Introduction and objective * Introduction to Man power planning, recruitment and selection * Introduction to performance appraisal methods Material and Store Management * Introduction functions, and objectives * ABC Analysis and EOQ |
| **9th** | Marketing and sales   * Introduction, importance, and its functions * Physical distribution * Introduction to promotion mix * Sales promotion Financial Management * Introductions, importance and its functions * knowledge of income tax, sales tax, excise duty, custom duty, VAT, GST |
| **10th** | Introduction and importance of Healthy Work Culture in organization Components of Culture  Importance of attitude, values and behavior  Behavioural Science – Individual and group behavior. |
| **11th** | Professional ethics – Concept and need of Professional Ethics and human values.  Meaning and definition of accounting.  Double entry system of book keeping |
| **12th** | Trading account, PLA account and balance sheet of a company Objectives of Financial Management  Profit Maximization v/s Wealth Maximization |
| **13th** | Total Quality Management (TQM)   * Statistical process control * Total employees Involvement * Just in time (JIT) |
| **14th** | Intellectual Property Right (IPR)   * Introduction, definition and its importance * Infringement related to patents, copy right, trade mark |
| **15th** | Revision and doubts |