**ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT**

Faculty: Ms. Seema

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| **Week** | **Theory Topic** |
| **1st** | Entrepreneur Concept /Meaning and its needQualities and functions of entrepreneur and barriers in entrepreneurship |
| **2nd** | Sole proprietorship and partnership forms and other forms of business organisationsSchemes 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 BusinessIncubators (TBI) and Science and Technology Entrepreneur Parks |
| **3rd** | Scanning of the business environmentSalient features of National and Haryana State industrial policies and resultant business opportunitiesTypes and conduct of market survey |
| **4th** | Assessment of demand and supply in potential areas of growth Identifying business opportunityConsiderations in product selectionConverting an idea into a business opportunity |
| **5th** | Preliminary project reportDetailed project report including technical, economic and market feasibilityCommon errors in project report preparations Exercises on preparation of project reportSample project report |
| **6th** | Definitions and importance of managementFunctions of management: Importance and process of planning, organising, staffing, directing and controllingPrinciples of management (Henri Fayol, F.W. Taylor) Concept and structure of an organisationTypes of industrial organisations and their advantagesLine organisation, staff organisation Line and staff organisationFunctional 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)
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| **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
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| **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
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| **10th** | Introduction and importance of Healthy Work Culture in organization Components of CultureImportance of attitude, values and behaviorBehavioural 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 ManagementProfit Maximization v/s Wealth Maximization |
| **13th** | Total Quality Management (TQM)* Statistical process control
* Total employees Involvement
* Just in time (JIT)
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| **14th** | Intellectual Property Right (IPR)* Introduction, definition and its importance
* Infringement related to patents, copy right, trade mark
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| **15th** | Revision and doubts |