

# LESSON PLAN

Name of the Faculty : Mrs. Neelam Rani

Discipline :

Semester : 6<sup>th</sup>

Subject : **ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT**

Lesson Plan duration : 15 weeks

Work load per week : Lecture – 03

Week	Theory	
	Lecture Day	Topic (Including assessment/test)
1 <sup>st</sup>	1 <sup>st</sup>	<b>Unit 1. Introduction:</b> Concept /Meaning and its need.
	2 <sup>nd</sup>	Qualities and functions of entrepreneur and barriers in entrepreneurship.
	3 <sup>rd</sup>	Sole proprietorship and partnership forms of business organizations.
2 <sup>nd</sup>	4 <sup>th</sup>	Schemes of assistance by entrepreneurial support agencies at National, State and District level organization,
	5 <sup>th</sup>	NSIC, NRDC, DC
	6 <sup>th</sup>	MSME, SIDBI, NABARD,
3 <sup>rd</sup>	7 <sup>th</sup>	Commercial Banks, SFC's TCO,
	8 <sup>th</sup>	KVIB, DIC,
	9 <sup>th</sup>	Technology Business Incubators (TBI) and Science and Technology Entrepreneur Parks.
4 <sup>th</sup>	10 <sup>th</sup>	<b>Unit 2. Market Survey and Opportunity Identification:</b> Scanning of the business environment. Salient features of National and State industrial policies and resultant business opportunities.
	11 <sup>th</sup>	Types and conduct of market survey.
	12 <sup>th</sup>	Assessment of demand and supply in potential areas of growth. Identifying business opportunity. Considerations in product selection.
5 <sup>th</sup>	13 <sup>th</sup>	<b>Unit 3. Project report Preparation:</b> Preliminary project report.
	14 <sup>th</sup>	Detailed project report including technical, economic and market feasibility.
	15 <sup>th</sup>	Common errors in project report preparation.
6 <sup>th</sup>	16 <sup>th</sup>	Exercises on preparation of project report.
	17 <sup>th</sup>	<b>1<sup>st</sup> sessional test (Tentative)</b>
	18 <sup>th</sup>	<b>Assessment</b>

7 <sup>th</sup>	19 <sup>th</sup>	<b>Unit 4. Introduction to Management:</b> Definitions and importance of management.
	20 <sup>th</sup>	Functions of management: Importance and process of planning, organizing, staffing, directing and controlling.
	21 <sup>st</sup>	Principles of management (Henri Fayol, F.W. Taylor).
8 <sup>th</sup>	22 <sup>nd</sup>	Concept and structure of an organization. Types of industrial organisations (a) Line organization, (b) Line and staff organization, (c) Functional Organisation.
	23 <sup>rd</sup>	<b>Unit 5. Leadership and Motivation:</b> a) Leadership-Definition and Need, Qualities and functions of a leader,
	24 <sup>th</sup>	Manager Vs leader, Types of leadership
9 <sup>th</sup>	25 <sup>th</sup>	b) Motivation- Definitions and characteristics,
	26 <sup>th</sup>	Factors affecting motivation.
	27 <sup>th</sup>	Theories of motivation (Maslow, Herzberg, Douglas, McGregor).
10 <sup>th</sup>	28 <sup>th</sup>	<b>2<sup>nd</sup> sessional test (Tentative)</b>
	29 <sup>th</sup>	<b>Assessment</b>
	30 <sup>st</sup>	<b>Unit 6. Management Scope in Different Areas:</b> a) Human Resource Management: Introduction and objective,
11 <sup>th</sup>	31 <sup>nd</sup>	Introduction to Man power planning, recruitment and selection,
	32 <sup>nd</sup>	Introduction to performance appraisal methods,
	33 <sup>th</sup>	b) Material and Store Management: Introduction functions and objectives,
12 <sup>th</sup>	34 <sup>th</sup>	ABC Analysis and EOQ.
	35 <sup>th</sup>	c) Marketing and sales: Introduction, importance and its functions, Physical distribution, Introduction to promotion mix, Sales promotion.
	36 <sup>th</sup>	d) Financial Management: Introductions, importance and its functions,
13 <sup>th</sup>	37 <sup>th</sup>	Elementary knowledge of income tax, sales tax
	38 <sup>th</sup>	Elementary knowledge of excise duty, custom duty and VAT.
	39 <sup>th</sup>	<b>Unit 7. Miscellaneous Topics:</b> a) Customer Relation Management(CRM): Definition and need, Types of CRM.
14 <sup>th</sup>	40 <sup>st</sup>	b) Total Quality Management (TQM): Statistical process control, Total employees Involvement, Just in time (JIT).
	41 <sup>nd</sup>	c) Intellectual Property Right (IPR): Introductions, definition and its importance,
	42 <sup>nd</sup>	Infringement related to patents,
15 <sup>th</sup>	43 <sup>th</sup>	copy right, trade mark.
	44 <sup>th</sup>	<b>3<sup>rd</sup> sessional test (Tentative)</b>
	45 <sup>th</sup>	<b>Assessment</b>

