

Name of the Faculty : Sanjay Poonia
Semester & Discipline : 5 th Semester , Agriculture Engineering
Subject : ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT
Lesson plan duration : 15 week
Work load (Lecture / Practical) per week (in hours) L : 03

| Week | Lecture | TOPIC |
|------|---------|---|
| 1 | 1 | Concept /Meaning and its need |
| | 2 | Qualities and functions of entrepreneur and barriers in entrepreneurship |
| | 3 | Sole proprietorship and partnership forms and other forms of business organisations |
| 2 | 4 | Schemes of assistance by entrepreneurial support agencies at National, State, District – level |
| | 5 | Organisation: NSIC, NRDC, DC, MSME, SIDBI, NABARD, NIESBUD, HARDICON Ltd. |
| | 6 | Organisation: NSIC, NRDC, DC, MSME, SIDBI, NABARD, NIESBUD, HARDICON Ltd. |
| 3 | 7 | Commercial Banks, SFC's TCO, KVIB, DIC, Technology Business |
| | 8 | Commercial Banks, SFC's TCO, KVIB, DIC, Technology Business |
| | 9 | Incubators (TBI) and Science and Technology Entrepreneur Parks |
| 4 | 10 | Market Survey and Opportunity Identification/Ideation |
| | 11 | Scanning of the business environment |
| | 12 | Salient features of National and Haryana State industrial policies and resultant business opportunities |
| 5 | 13 | Types and conduct of market survey |
| | 14 | Assessment of demand and supply in potential areas of growth |
| | 15 | Identifying business opportunity |
| 6 | 16 | Considerations in product selection |
| | 17 | Converting an idea into a business opportunity |
| | 18 | Project report Preparation |
| 7 | 19 | Preliminary project report |
| | 20 | Detailed project report including technical, economic and market feasibility |
| | 21 | Common errors in project report preparations |
| 8 | 22 | Exercises on preparation of project report |
| | 23 | Sample project report |
| | 24 | Introduction to Management : Definitions and importance of management |
| 9 | 25 | Functions of management: Importance and process of planning, organising, staffing, directing and controlling |
| | 26 | Principles of management (Henri Fayol, F.W. Taylor) |
| | 27 | Concept and structure of an organisation |
| 10 | 28 | Types of industrial organisations and their advantages : Line organisation, staff organisation , Functional Organisation |
| | 29 | a) Leadership : Definition and Need , Qualities and functions of a leader , Manager Vs leader , Types of leadership , Case studies of great leaders |
| | 30 | b) Motivation : Definition and characteristics , Importance of self motivation , Factors affecting motivation , Theories of motivation (Maslow, Herzberg, Douglas, McGregor) |
| 11 | 31 | Management Scope in Different Areas a) Human Resource Management : Introduction and objective , Introduction to Man power planning, recruitment and selection , Introduction to performance appraisal methods |
| | 32 | b) Material and Store Management , Introduction functions, and objectives , ABC Analysis and EOQ |
| | 33 | c) Marketing and sales : Introduction, importance, and its functions , Physical distribution , Introduction to promotion mix , Sales promotion |
| 12 | 34 | d) Financial Management : Introductions, importance and its functions , knowledge of income tax, sales tax, excise duty, custom duty, VAT, GST |
| | 35 | Introduction and importance of Healthy Work Culture in organization |
| | 36 | Components of Culture |
| 13 | 37 | Importance of attitude, values and behaviour , Behavioural Science – Individual and group behavior. |
| | 38 | Professional ethics – Concept and need of Professional Ethics and human values. |
| | 39 | Basic of Accounting : Meaning and definition of accounting , Double entry system of book keeping , Trading account, PLA account and balance sheet of a company |
| 14 | 40 | Objectives of Financial Management : Profit Maximization v/s Wealth Maximization |
| | 41 | Total Quality Management (TQM) , Statistical process control , Total employees Involvement , Just in time (JIT) |
| | 42 | Intellectual Property Right (IPR) : Intro duction, definition and its importance , Infringement related to patents, copy right, trade mark |
| 15 | 43 | REVISION |
| | 44 | REVISION |
| | 45 | REVISION |