

Lesson Plan

Name of the Faculty : Sh. Sunil Chaudhry

Discipline : Mechanical Engineering

Semester : 6th (Section A & B)

Subject : **ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT**

Lesson Plan duration : 15 weeks (from 22nd March, 2021 to 2nd July, 2021)

Work load per week : Lecture – 03, Practical – 00

Week	Theory	
	Lecture Day	Topic (Including assessment/test)
1 st	1 st	Unit 1. Introduction: Concept /Meaning and its need.
	2 nd	Qualities and functions of entrepreneur and barriers in entrepreneurship.
	3 rd	Sole proprietorship and partnership forms and other forms of business organizations.
2 nd	4 th	Schemes of assistance by entrepreneurial support agencies at National, State, District- level organizations: NSIC, NRDC, DC, MSME,
	5 th	SIDBI, NABARD, NIESBUD,
	6 th	HARDICON Ltd., Commercial Banks, SFC's,
3 rd	7 th	TCO, KVIB, DIC
	8 th	Technology Business Incubators (TBI) and Science and Technology Entrepreneur Parks.
	9 th	Unit 2. Market Survey and Opportunity Identification: Scanning of the business environment. Salient features of National and State industrial policies and resultant business opportunities.
4 th	10 th	Types and conduct of market survey. Assessment of demand and supply in potential areas of growth.
	11 th	Identifying business opportunity. Considerations in product selection. Converting an idea into a business opportunity

	12 th	Unit 3. Project report Preparation: Preliminary project report. Detailed project report including technical, economic and market feasibility.
5 th	13 th	Common errors in project report preparation. Exercises on preparation of project report, Sample project report
	14 th	Unit 4. Introduction to Management: Definitions and importance of management.
	15 th	Functions of management: Importance and process of planning, organizing, staffing, directing and controlling.
6 th	16 th	1st sessional test (Tentative)
	17 th	Assessment
	18 th	Principles of management (Henri Fayol, F.W. Taylor).
7 th	19 th	Concept and structure of an organization. Types of industrial organisations and their advantages (a) Line organization, (b) Line and staff organization, (c) Functional Organisation.
	20 th	Unit 5. Leadership and Motivation: a) Leadership - Definition and Need, Qualities and functions of a leader,
	21 st	Manager Vs leader, Types of leadership, Case studies of great leaders
8 th	22 nd	b) Motivation- Definitions and characteristics, Importance of self motivation , Factors affecting motivation.
	23 rd	Theories of motivation (Maslow, Herzberg, Douglas, McGregor).
	24 th	Unit 6. Management Scope in Different Areas: a) Human Resource Management: Introduction and objective, Introduction to Man power planning,
9 th	25 th	recruitment and selection, Introduction to performance appraisal methods,
	26 th	b) Material and Store Management: Introduction functions and objectives, ABC Analysis and EOQ.
	27 th	c) Marketing and sales: Introduction, importance and its functions, Physical distribution, Introduction to promotion mix, Sales promotion.
10 th	28 th	d) Financial Management: Introductions, importance and its functions, Knowledge of income tax, sales tax
	29 th	Excise duty, custom duty, VAT, GST.
	30 th	2nd sessional test (Tentative)
11 th	31 st	Assessment

	32 nd	Unit 7. Work Culture: 7.1. Introduction and importance of Healthy Work Culture in organization
	33 rd	7.2. Components of Culture, 7.3. Importance of attitude, values and behavior, Behavioural Science – Individual and group behavior.
12 th	34 th	7.4. Professional ethics – Concept and need of Professional Ethics and human values.
	35 th	Unit 8. Basic of Accounting and Finance: a) Basic of Accounting: - Meaning and definition of accounting, Double entry system of book keeping, Trading account, PLA account and balance sheet of a company
	36 th	b) Objectives of Financial Management - Profit Maximization v/s Wealth Maximization
13 th	37 th	Unit 9. Miscellaneous Topics: a) Total Quality Management (TQM): Statistical process control,
	38 th	Total employees Involvement, Just in time (JIT).
	39 th	c) Intellectual Property Right (IPR): Introductions, definition and its importance,
14 th	40 th	Infringement related to patents, copy right, trade mark.
	41 st	3rd sessional test (Tentative)
	42 nd	Assessment
15 th	43 rd	Revision
	44 th	Revision
	45 th	Revision