**LESSON PLAN**

**Name of Faculty: Deepak Puniya**

**Discipline: Mechanical Engg. Semester: 6th**

**Subject: Entrepreneurship Development & Management (EDM)**

**Lesson Plan Duration: 15 Weeks**  **Teaching Load: Theory-** 3 Lectures/Week

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| **WEEK** | **LECT**  **NO**. | **TOPIC** | **Covered on Date** |
|  |  | **SECTION – A ENTREPRENEURSHIP** |  |
| **1** | 1 | **Unit -1. Introduction (7 Hours)**  Concept /Meaning and its need  Qualities and functions of entrepreneur and barriers in entrepreneurship |  |
| **2** | Sole proprietorship and partnership firms and other forms of business organisations |  |
| **3** | Schemes of assistance by entrepreneurial support agencies at National, State, District –level, organisation: NSIC, NRDC, DC, |  |
| **2** | **4** | MSME, SIDBI, NABARD ,NIESBUD, HARDICON Ltd., |  |
| **5** | Commercial Banks, SFC’s TCO, KVIB, DIC, |  |
| **6** | Technology Business Incubators (TBI) |  |
| **3** | **7** | Science and Technology Entrepreneur Parks |  |
| **8** | **Unit-2. Market Survey and Opportunity Identification/Ideation (06Hours)** Scanning of the business environment |  |
| **9** | Salient features of National and Haryana State industrial policies and resultant business opportunities |  |
| **4** | **10** | Types and conduct of market survey |  |
| **11** | Assessment of demand and supply in potential areas of growth |  |
| **12** | Identifying business opportunity , Considerations in product selection |  |
| **5** | **13** | Converting an idea into a business opportunity |  |
| **14** | **Unit- 3. Project report Preparation (05 Hours)**  Preliminary project report |  |
| **15** | Detailed project report including technical, economic and market feasibility |  |
| **6** | **16** | Common errors in project report preparations |  |
| **17** | Exercises on preparation of project report |  |
| **18** | • Sample project report |  |
|  |  | **SECTION –B MANAGEMENT** |  |
| **7** | **19** | **Unit-4. Introduction to Management (05 Hours**)  Definitions and importance of management |  |
| **20** | Functions of management: Importance and process of planning, organising,staffing, directing and controlling |  |
|  | **21** | Principles of management (Henri Fayol, F.W. Taylor) |  |
|  |  |  |  |
| **WEEK** | **LECT**  **NO**. | **TOPIC** | **Covered on Date** |
| **8** | **22** | Concept and structure of an organization  Types of industrial organisations and their advantages  Line organisation, staff organisation |  |
| **23** | Line and staff organization, Functional Organisation |  |
| **24** | **Unit-5. Leadership and Motivation (06 Hours)**  *a) Leadership*  Definition and Need |  |
| **9** | **25** | Qualities and functions of a leader, Manager Vs leader |  |
| **26** | Types of leadership, Case studies of great leaders |  |
| **27** | *b) Motivation*  Definition and characteristics |  |
| **10** | **28** | Importance of self motivation, Factors affecting motivation |  |
| **29** | Theories of motivation (Maslow, Herzberg, Douglas, McGregor) |  |
| **30** | **Unit-6. Management Scope in Different Areas (09 Hours)**  *a) Human Resource Management*  Introduction and objective |  |
| **11** | **31** | Introduction to Man power planning, recruitment and selection |  |
| **32** | Introduction to performance appraisal methods |  |
| **33** | *b) Material and Store Management*  Introduction functions, and objectives |  |
| **12** | **34** | ABC Analysis and EOQ |  |
| **35** | *c) Marketing and sales*  Introduction, importance, and its functions |  |
| **36** | • Physical distribution• Introduction to promotion mix• Sales promotion• |  |
| **13** | **37** | *d) Financial Management*  Introductions, importance and its functions |  |
| **38** | knowledge of income tax, sales tax, excise duty, custom duty, VAT, GST |  |
| **39** | **Unit-8. Basic of Accounting and Finance (03 Hours)**  *a) Basic of Accounting:*  - Meaning and definition of accounting |  |
| **14** | **40** | - Double entry system of book keeping  –Trading account, PLA account and balance sheet of a company |  |
| **41** | b) Objectives of Financial Management  - Profit Maximization v/s Wealth Maximization |  |
| **42** | **Unit-9. Miscellaneous Topics (04 Hours)**  a) *Total Quality Management (TQM)* Statistical process control |  |
| **15** | **43** | • Total employees Involvement• Just in time (JIT) |  |
| **44** | b) *Intellectual Property Right (IPR)* Introduction, definition and its importance |  |
|  | **45** | Infringement related to patents, copy right, trade mark |  |