

**Name of the Faculty: Rajesh Chopra**

**Discipline : Electrical Engineering**

**Semester : 6th**

**Subject :Entrepreneurship Development and Management**

**Duration : 15 weeks(from 20 January 2025 to 02 May 2025)**

**Work load (Lecture/Practical) per week (in Hours):Lecture-03,Practical -00**

<b>Week</b>	<b>Lecture Day</b>	
<b>I</b>	<b>1</b>	<b>Introduction of the Subject:</b> Entrepreneurship Development and Management
	<b>2</b>	Entrepreneurship: Concept and definitions, classification and types of entrepreneurs,
	<b>3</b>	entrepreneurial competencies, Traits / Qualities of entrepreneurs, manager v/s entrepreneur,
<b>II</b>	<b>1</b>	role of Entrepreneur, barriers in entrepreneurship, Sole proprietorship and partnership forms of business organisations,
	<b>2</b>	small business vs startup, critical components for establishing a start up,
	<b>3</b>	Leadership: Definition and Need, Manager Vs leader, Types of leadership
<b>III</b>	<b>1</b>	Definition of MSME (micro, small and medium enterprises), significant provisions of MSME Act,
	<b>2</b>	importance of feasibility studies, technical, marketing and finance related problems faced by new enterprises,
	<b>3</b>	major labor issues in MSMEs and its related laws, Obtaining financial assistance through various government schemes like Prime Minister Employment Generation. Program (PMEGP) Pradhan Mantri Mudra Yagna (PMMY)
<b>IV</b>	<b>1</b>	, Make in India, Start up India, Stand up India National Urban Livelihood Mission (NULM); Schemes of assistance by entrepreneurial support agencies at National, State, District level:
	<b>2</b>	NSIC, NRDC, DC:MSME, SIDBI, NABARD, Commercial Banks, SFC's TCO, KVIB, DIC,
	<b>3</b>	Technology Business Incubator (TBI) and Science and Technology Entrepreneur Parks (STEP).
<b>V</b>	<b>1</b>	<b>NATURE AND FUNCTIONS OF MANAGEMENT:</b> Definition, Nature of Management,
	<b>2</b>	Management as a Process, Management as Science and Art,
	<b>3</b>	Management Functions, Management and Administration, Managerial Skills
<b>VI</b>	<b>1</b>	, Levels of Management; Leadership.
	<b>2</b>	<b>PLANNING AND DECISION MAKING:</b>

	3	Planning and Forecasting - Meaning and definition, Features, Steps in Planning Process,
VII	1	Approaches, Principles, Importance,
	2	Advantages and Disadvantages of Planning,
	3	Types of Plans, Types of Planning,
VIII	1	Management by Objective.
	2	Decision Making-Meaning, Characteristics.
	3	ORGANISING AND ORGANISATION STRUCTURE:
IX	1	Organising Process - Meaning and Definition, Characteristics Process,
	2	Need and ImportancePrinciples, Span of Management
	3	Organisational Chart - Types,
X	1	Contents, Uses, Limitations,
	2	, Factors Affecting Organisational Chart.
	3	, STAFFING: Meaning, Nature, Importance, Staffing process.
XI	1	Manpower Planning, Recruitment, Selection,
	2	Orientation and Placement, Training, Remuneration.
	3	CONTROLLING AND CO-ORDINATION
XII	1	Controlling - Meaning, Features, Importance, Control Process,
	2	Characteristics of an effective control system,
	3	Types of Control. Coordination -characteristics, essentials.
XIII	1	Market Survey and Opportunity Identification,
	2	Scanning of business environment, Assessment ofdemand and supply in potential areas of growth,
	3	Project report Preparation, Detailed project report including technical,
XIV	1	economic and market feasibility, Common errors in project report preparations,
	2	Exercises on preparation of project report.
	3	Assignments
XV	1	Revision of 1 <sup>st</sup> Unit
	2	Revision of 2 <sup>nd</sup> and 3 <sup>rd</sup> Unit
	3	Revision of 4 <sup>th</sup> and 5 <sup>th</sup> Unit