

Lesson Plan

Name of the Faculty : DINESH JAIN.
 Discipline : Automobile Engg.
 Semester : Vith
 Subject : ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT
 Lesson Plan Duration : Jan-Apr-2018
 Work Load (Lecture/ Practical) per week (in hours): 03 HOURS (Lecture)

| Week | Theory | | Practical |
|-----------------|-------------|--|-----------|
| | Lecture day | Topic (including assignment/ test) | Topic |
| 1 st | 1 | Introduction about subject | N/A |
| | 2 | Concept /Meaning of Entrepreneurship and its need. | |
| | 3 | Qualities and functions of entrepreneur and barriers in entrepreneurship. | |
| 2 nd | 4 | Sole proprietorship and partnership forms of business organizations. | |
| | 5 | Schemes of assistance by entrepreneurial support agencies at | |
| | 6 | National, State, District, NSIC, NRDC, SIDBI, State Banks, Commercial Banks, SFC's TCO, KVIB, DIC. | |
| 3 rd | 7 | Technology Business Incubator (TBI) and Science and Technology Entrepreneur Parks (STEP). | |
| | 8 | Market Survey and Opportunity Identification. | |
| | 9 | Scanning of business environment, 1st Assignment | |
| 4 th | 10 | Salient features of National and State industrial policies and resultant business opportunities. | |
| | 11 | Types and conduct of market survey | |
| | 12 | Assessment of demand and supply in potential areas of growth. | |
| 5 th | 13 | Identifying business opportunity. | |
| | 14 | Considerations in product selection. | |
| | 15 | 1st Sessional Test | |
| 6 th | 16 | Project report Preparation. | |
| | 17 | Preliminary project report. | |
| | 18 | Detailed project report including Technical, economic and market feasibility. | |
| 7 th | 19 | Common errors in project report preparations | |
| | 20 | Exercises on preparation of project report, 2nd Assignment | |
| | 21 | Introduction to Management. | |

| Week | Theory | | Practical |
|------------------|-------------|---|-----------|
| | Lecture day | Topic (including assignment/ test) | Topic |
| 8 th | 22 | Definitions and importance of management. | N/A |
| | 23 | Functions of management: Importance and Process of planning, organizing, staffing, directing and controlling. | |
| | 24 | Principles of management (Henri Fayol, F.W. Taylor). | |
| 9 th | 25 | Concept and structure of an organization. | |
| | 26 | Types of industrial organizations, Line organization, Line and staff organization, Functional Organization. | |
| | 27 | Leadership and Motivation, Leadership, Definition and Need | |
| 10 th | 28 | Qualities and functions of a leader, Manager Vs leader, Types of leadership. | |
| | 29 | Motivation, Definitions and characteristics, Factors affecting motivation, Theories of motivation. | |
| | 30 | 2nd Sessional Test | |
| 11 th | 31 | Management Scope in Different Area, Human Resource Management, Introduction and objective, Introduction to Man power planning, recruitment and selection. | |
| | 32 | Introduction to performance appraisal methods. | |
| | 33 | Material and Store Management, Introduction functions, and objectives. | |
| 12 th | 34 | ABC Analysis and EOQ. | |
| | 35 | Marketing and sales, Introduction, importance, and its functions, Physical distribution. | |
| | 36 | Introduction to promotion mix, Sales promotion. | |
| 13 th | 37 | Financial Management, Introductions, importance and its functions. | |
| | 38 | Elementary knowledge of income tax, sales tax. | |
| | 39 | Excise duty, custom duty and VAT, 3rd Assignment | |
| 14 th | 40 | Miscellaneous Topics, Customer Relation Management (CRM), Definition and need, Types of CRM. | |
| | 41 | Total Quality Management (TQM) Statistical process control, Total employees Involvement | |
| | 42 | Just in time (JIT). | |
| 15 th | 43 | Intellectual Property Right (IPR) Introductions, definition and | |
| | 44 | its importance. Infringement related to patents, copy right, trade mark. | |
| | 45 | 3rd Sessional Test | |