

O/E AAAM  
12/10/18

Name of the Faculty		MEERA NAWAL (Theory)
Discipline		Office Management and Computer Application
Semester		4th
Subject		Entrepreneurship and Small Business Dev.
Lesson Plan Duration		15 Weeks (from January, 2018 to April, 2018)
Work Load(Lecture/Practical) per week (in Hours)		Lecture-05, Practical---0
Week	Theory	
	Lecture Day	Topic (including assignment/Test)
1st	1st	Introduction, Meaning, Definition of entrepreneur
	2nd	Introduction, Meaning, Definition of entrepreneurship
	3rd	Needs of entrepreneurship
	4th	Needs of entrepreneurship
	5th	Importance of entrepreneurship
2nd	1st	Importance of entrepreneurship
	2nd	Characterstics of successful entrepreneur
	3rd	Characterstics of successful entrepreneur
	4th	Entrepreneurial competencies
	5th	Entrepreneurial competencies
3rd	1st	Government policies supporting entrepreneurship
	2nd	Government policies supporting entrepreneurship
	3rd	Government policies supporting entrepreneurship
	4th	Government policies supporting entrepreneurship
	5th	Government policies supporting entrepreneurship
4th	1st	Entrepreneurship development institutions introduction
	2nd	Entrepreneurship development institutions at national level
	3rd	Entrepreneurship development institutions at national level
	4th	Entrepreneurship development institutions at State level
	5th	Entrepreneurship development institutions at State level
5th	1st	Entrepreneurship development institutions at District level
	2nd	Assignment/problem taking
	3rd	Test
	4th	Enviornmental forces effecting business
	5th	Enviornmental forces effecting business
6th	1st	Enviornmental forces effecting business
	2nd	Entrepreneurial opportunities in different sectors
	3rd	Entrepreneurial opportunities in different sectors
	4th	Entrepreneurial opportunities in different sectors
	5th	Entrepreneurial opportunities in different sectors
7th	1st	Selection creteria for project and product
	2nd	Selection creteria for project and product
	3rd	Selection creteria for project and product
	4th	Assignment/problem taking
	5th	Market survey
8th	1st	Estimating product and service demand
	2nd	Estimating product and service demand
	3rd	Estimating product and service demand
	4th	Estimating financial viability of project
	5th	Estimating financial viability of project

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9th	1st	Estimating financial viability of project
	2nd	Understanding Socio-economic viability of project
	3rd	Understanding Socio-economic viability of project
	4th	Understanding Socio-economic viability of project
	5th	Understanding Socio-economic viability of project
10th	1st	Assignment/problem taking
	2nd	Financial Management introduction
	3rd	Financial Management introduction
	4th	Assignment/problem taking
	5th	Test
11th	1st	Personnel Management meaning
	2nd	Personnel Management importance
	3rd	Personnel Management importance
	4th	Production and operation Management meaning
	5th	Production and operation Management meaning
12th	1st	Production and operation Management meaning
	2nd	Marketing Management
	3rd	Marketing Management
	4th	Sales promotion meaning
	5th	Sales promotion techniques
13th	1st	Sales promotion techniques
	2nd	Meaning and importance of TQM
	3rd	Meaning and importance of TQM
	4th	Meaning and importance of TQM
	5th	Preparation of preliminary project report
14th	1st	Preparation of preliminary project report
	2nd	Essentials and importance of technical Report
	3rd	Essentials and importance of technical Report
	4th	Essentials and importance of technical Report
	5th	Analysis of project report
15th	1st	Analysis of project report
	2nd	Analysis of project report
	3rd	Assignment/problem taking
	4th	Assignment/problem taking
	5th	Test