Lesson Plan

Name of the Faculty : Vijay Kumar

Discipline : Mechanical Engg.

Semester : 6th

Subject : EDM

Lesson plan duration : 16 weeks (from 06March 2023 to 23 june 2023)

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| Week | Theory |
| Lecture Day | Topic (including assignments /tests) |
| 1st Week | 1st | Concept /Meaning and its need of Entrepreneurship |
| 2nd | Qualities and functions of entrepreneur |
| 3rd | Barriers in entrepreneurship |
| Week 2 | 1st | Sole proprietorship and partnership forms of business organisations |
| 2nd | Schemesofassistance by entrepreneurialsupportagencies at National, State, KVIB, |
| 3rd | District level: NSIC |
| Week 3 | 1st | District level: NRDC & DC:MSME |
| 2nd | District level: SIDBI & NABARD, |
| 3rd | District level: Commercial Banks, SFC’s TCO, KVIB, &DIC |
| Week 4 | 1st | Technology Business Incubator (TBI) and Science and Technology Entrepreneur Parks (STEP). |
| 2nd | Assignment on Entrepreneurship |
| 3rd | Test |
| Week 5 | 1st | Market Survey and Opportunity Identification |
| 2nd | Scanning of business environment |
| 3rd | Salient features of National and State industrial policies and resultant business opportunities |

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| Week 6 | 1st | Types and conduct of market survey |
| 2nd | Assessment of demand and supply in potential areas of growth |
| 3rd | Identifying business opportunity |
| Week 7 | 1st | Considerations in product selection |
| 2nd | Assignment on Market Survey |
| 3rd | Test |
| Week 8 | 1st | Project report Preparation |
| 2nd | Preliminary project report |
| 3rd | Detailed project report including technical & economic feasibility |
| Week 9 | 1st | Detailed project report including market feasibility |
| 2nd | Common errors in project report preparations |
| 3rd | Exercises on preparation of project report |
| Week 10 | 1st | Assignment on project report |
| 2nd | Test |
| 3rd | Introduction to Management: Definitions and importance of management |
| Week 11 | 1st | Functions of management: Importance and Process of planning, organising, staffing, directing and controlling |
| 2nd | Principles of management(Henri Fayol, F.W. Taylor) Concept and structure of an organisationTypes of industrial organisations : a) Line organisation b) Line and staff organisation c) Functional Organisation |
| 3rd | Test |
| Week 12 | 1st | Leadership DefinitionandNeedQualities and functions of a leader Manager Vs leader |

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|  |  | Types of leadership |
| 2nd | Motivation : Definitions and characteristics Factors affecting motivationTheories of motivation (Maslow, Herzberg, McGregor) |
| 3rd | Assignment on Leadership & Motivation |
| Week 13 | 1st | Test |
|  | 2nd | **Management Scope in Different Areas :**Human Resource Management Introduction and objectiveIntroduction to Man power planning, recruitment and selectionIntroduction to performance appraisal methods |
|  | 3rd | **Material and Store Management**Introduction functions, and objectives ABC Analysis and EOQ |
| Week 14 | 1st | **Marketing and sales**Introduction, importance, and its functions Physical distributionIntroduction to promotion mixSales promotion |
| 2nd | **Financial Management**Introductions, importance and its functionsElementary knowledge of income tax, sales tax, excise duty, custom duty and VAT |
| 3rd | Assignment on Management Scope in Different Areas |
| Week 15 | 1st | **Miscellaneous Topics :** |

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|  |  | **Customer Relation Management (CRM)**& Definition and need Typesof CRM |
| 2nd | **Total Quality Management (TQM)**Statistical process controlTotal employees Involvement Just in time (JIT) |
| 3rd | **Intellectual Property Right(IPR)**: Introductions, definition and its importanceInfringement related to patents, copy right, trade mark |
| Week 16 | 1st | **Previous year paper solution** |
| 2nd | **Previous year paper solution** |
| 3rd | **Previous year paper solution** |

