

Lesson Plan

Name of the Faculty : Ms. Alka
 Discipline : Computer Engg.
 Semester : 6th
 Subject : EDM
 Lesson plan duration : 16 weeks (from 06March 2023 to 23 June 2023)

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

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

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

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