Name of the faculty : DEVENDER SINGH

Discipline : Electronic & Comm.

Semester : 6th

Subject : EDM

Lesson plan Duration: 15 week (From 22 March to 2nd July 2021)

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| **Week** | **Lecture Day** | **Topic**  **(Including Assignment test)** |
| 1st | 1st | * Concept /Meaning and its need * Qualities and functions of entrepreneur and barriers in entrepreneurship |
|  | 2nd | * Sole proprietorship and partnership forms and other forms of business organizations |
|  | 3rd | * Schemes of assistance by entrepreneurial support agencies at National, State, District –level, organization: NSIC, NRDC, DC, MSME, SIDBI, NABARD, NIESBUD, HARDICON Ltd., Commercial Banks, SFC’s TCO, KVIB, DIC, Technology Business Incubators (TBI) and Science and Technology Entrepreneur Parks |
| 2nd | 1st | * Scanning of the business environment * Salient features of |
|  |  | National and Haryana State industrial policies and resultant business opportunities |
|  | 2nd | * Types and conduct of market survey * Assessment of demand and supply in potential areas of growth |
|  | 3rd | * Identifying business opportunity * Considerations in product selection * Converting an idea into a business opportunity |
| 3rd | 1st | * Preliminary project report * Detailed project report including technical, economic and market feasibility |
|  | 2nd | * Common errors in project report preparations * Exercises on preparation of project report * Sample project report |
|  |  | * Revision |
|  |  | * Assignment -1 * Test of 1,2& unit 3 |
|  | 3rd | Definition and importance of management   * Functions of management: Importance and process of planning, organizing, staffing, directing and controlling |
| 4th | 1st | * Principles of management (Henri Fayol, F.W. Taylor) |
|  | 2nd | * Concept and structure of an organization |
|  | 3rd | Types of industrial organizations and their advantages |
| 5th | 1st | * Line organization, staff organization * Line and staff organization |
|  | 2nd | Functional Organization |
|  | 3rd | a )Leadership  Definition and Need  Qualities and functions of a leader |
| 6th | 1st | Manager Vs leader |
|  | 2nd | Types of leadership  Case studies of great leaders |
|  | 3rd | b) Motivation  Definition and characteristics |
| 7th | 1st | Importance of self motivation  Factors affecting motivation  Theories of motivation (Maslow, Herzberg, Douglas, McGregor) |
|  | 2nd | a)Human Resource Management   * Introduction and objective * Introduction to Man power planning, recruitment and selection |
|  | 3rd | * Introduction to performance appraisal methods |
| 8th | 1st | 1. Material and Store Management    * Introduction functions, |
|  |  | and objectives ABC Analysis and EOQ |
|  | 2nd | C )Marketing and sales   * Introduction, importance, and its functions * Physical distribution |
|  | 3rd | Introduction to promotion mix, Sales promotion |
| 9th | 1st | 1. Financial Management    * Introductions, importance and its functions |
|  | 2nd | * knowledge of income tax, sales tax, excise duty, custom duty, VAT, GST |
|  |  | * Revision |
|  |  | Assignment – 2nd Test of 4,5 & unit 6 |
|  | 3rd | Introduction and importance of Healthy Work Culture in organization  Components of Culture |
| 10th | 1st | Importance of attitude, values and behavior. |
|  | 2nd | Behavioral Science – Individual and group behavior. |
|  | 3rd | Professional ethics – Concept and need of Professional Ethics and human values. |
| 11th | 1st | Meaning and definition of accounting |
|  | 2nd | Double entry system of book keeping  Trading account, PLA account and  balance sheet of a company |
|  | 3rd | Objectives of Financial Management - Profit Maximization v/s Wealth Maximization |
| 12th | 1st | a) Total Quality Management (TQM)  c) Statistical process control |
|  | 2nd | Total employees Involvement  Just in time (JIT) |
|  | 3rd | 1. Intellectual Property Right (IPR)    * Introduction, definition and its importance    * Infringement related to patents, copy right, trade mark |
|  |  | Revision |
|  |  | Assignment 3rd Test 7,8 & unit 9 |