

## Lesson Plan

**Name of Faculty** :- **Sanjay Mehta**  
**Discipline** :- **Electrical Engineering**  
**Semester** :- **Sixth Semester**  
**Subject** :- **Entrepreneurship Development and Management**

**Lesson Plan Duration:- 15 Week**

Week	Theory	
	Lecture Day	Topic
<b>1<sup>st</sup></b>	<b>1<sup>st</sup></b>	ENTREPRENEURSHIP - Introduction
	<b>2<sup>nd</sup></b>	Concept /Meaning and need of Entrepreneurship
	<b>3<sup>rd</sup></b>	Qualities and functions of entrepreneur and barriers in entrepreneurship
<b>2<sup>nd</sup></b>	<b>1<sup>st</sup></b>	Sole proprietorship and partnership forms of business organisations
	<b>2<sup>nd</sup></b>	<ul style="list-style-type: none"> <li>● Considerations in product selection</li> </ul> Schemes of assistance by entrepreneurial support agencies at National, State, District level: NSIC, NRDC, DC:MSME, SIDBI, NABARD, Commercial Banks, SFC's TCO, KVIB, DIC, Technology Business Incubator (TBI) and Science and Technology Entrepreneur Parks (STEP).
	<b>3<sup>rd</sup></b>	Market Survey and Opportunity Identification
<b>3<sup>rd</sup></b>	<b>1<sup>st</sup></b>	Seminar/Case Study /Expert Lecture/Revision
	<b>2<sup>nd</sup></b>	Scanning of business environment
	<b>3<sup>rd</sup></b>	Salient features of National and State industrial policies and resultant business opportunities
	<b>1<sup>st</sup></b>	Types and conduct of market survey
	<b>2<sup>nd</sup></b>	Assessment of demand and supply in potential areas of growth

4 <sup>th</sup>	3 <sup>rd</sup>	. Identifying business opportunity
5 <sup>th</sup>	1 <sup>st</sup>	Considerations in product selection
	2 <sup>nd</sup>	Project report Preparation Preliminary project report
	3 <sup>rd</sup>	Detailed project report including technical, economic and market feasibility
6 <sup>th</sup>	1 <sup>st</sup>	Common errors in project report preparations
	2 <sup>nd</sup>	Exercises on preparation of project report
	3 <sup>rd</sup>	Introduction to Management
7 <sup>th</sup>	1 <sup>st</sup>	Definitions and importance of management
	2 <sup>nd</sup>	Functions of management: Importance and Process of planning, organising, staffing, directing and controlling
	3 <sup>rd</sup>	Principles of management (Henri Fayol, F.W. Taylor)
8 <sup>th</sup>	1 <sup>st</sup>	Concept and structure of an organisation
	2 <sup>nd</sup>	Types of industrial organisations a) Line organisation b) Line and staff organisation c) Functional organisation
	3 <sup>rd</sup>	Seminar/Case Study /Expert Lecture/Revision
9 <sup>th</sup>	1 <sup>st</sup>	Leadership and Motivation a) Leadership Definition and Need Qualities and functions of a leader
	2 <sup>nd</sup>	Manager Vs leader Types of leadership
	3 <sup>rd</sup>	b) Motivation Definitions and characteristics
	1 <sup>st</sup>	Factors affecting motivation Theories of motivation (Maslow, Herzberg, McGregor)

<b>10<sup>th</sup></b>	<b>2<sup>nd</sup></b>	Management Scope in Different Areas a) Human Resource Management Introduction and objective Introduction to Man power planning, recruitment and selection
	<b>3<sup>rd</sup></b>	Seminar/Case Study /Expert Lecture/Revision
<b>11<sup>th</sup></b>	<b>1<sup>st</sup></b>	Introduction to performance appraisal methods b) Material and Store Management Introduction functions, and objectives ABC Analysis and EOQ
	<b>2<sup>nd</sup></b>	Marketing and sales Introduction, importance, and its functions
	<b>3<sup>rd</sup></b>	Physical distribution Introduction to promotion mix Sales promotion
<b>12<sup>th</sup></b>	<b>1<sup>st</sup></b>	Financial Management Introductions, importance and its functions
	<b>2<sup>nd</sup></b>	Elementary knowledge of income tax, sales tax, excise duty, custom duty and VAT
	<b>3<sup>rd</sup></b>	Seminar/Case Study /Expert Lecture/Revision
<b>13<sup>th</sup></b>	<b>1<sup>st</sup></b>	Miscellaneous Topics a) Customer Relation Management (CRM) Definition and need Types of CRM
	<b>2<sup>nd</sup></b>	b) Total Quality Management (TQM) Statistical process control
	<b>3<sup>rd</sup></b>	Seminar/Case Study /Expert Lecture/Revision
<b>14<sup>th</sup></b>	<b>1<sup>st</sup></b>	Total employees Involvement Just in time (JIT)
	<b>2<sup>nd</sup></b>	c) Intellectual Property Right (IPR) Introductions, definition and its importance
	<b>3<sup>rd</sup></b>	Seminar/Case Study /Expert Lecture/Revision
<b>15<sup>th</sup></b>	<b>1<sup>st</sup></b>	Infringement related to patents, copy right, trade mark
	<b>2<sup>nd</sup></b>	Seminar/Case Study /Expert Lecture/Revision

