**NAME OF THE FACULTY** : Suman Yadav

**DISCIPLINE** : ElE.

**SEMESTER** : VI

**SUBJECT** : Entrepreneurship Development and Management

**DURATION** : - 15 weeks (from 15/02/2024- J14/06/2024)

**LECTURE PER WEEK** :- 03

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| **WEEK** | **THEORY** | |
| **Lecture**  **/ Hrs** | **TOPIC**  **(Including Assignment/Test)** |
| 1st | 1 | Introduction  Concept /Meaning and its need |
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| 2 | Qualities and functions of entrepreneur and barriers in entrepreneurship  Sole proprietorship and partnership forms and other forms of business organizations |
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| 3 | Schemes of assistance by entrepreneurial support agencies at National, State, District –level, organization: NSIC |
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| 2nd | 4 | Schemes of assistance by entrepreneurial support agencies -NRDC, DC, MSME, SIDBI, NABARD |
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| 5 | Schemes of assistance by entrepreneurial support agencies -NIESBUD, HARDICON Ltd. Commercial Banks, SFC’s TCO, KVIB, DIC. |
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| 6 | Technology Business Incubators (TBI) and Science and Technology Entrepreneur  Parks |
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| 3rd | 7 | Market Survey and Opportunity Identification/Ideation |
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| 8 | Scanning of the business environment  Salient features of National and Haryana State industrial policies and resultant business opportunities |
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| 9 | Types and conduct of market survey |
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| 4th | 10 | Assessment of demand and supply in potential areas of growth, Identifying business opportunity |
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| 11 | Considerations in product selection, Identifying business opportunity, Considerations in product selection |
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| 12 | **Assignment-1** |
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| 5th | 13 | **Class Test/Quiz** |
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| 14 | **Sessional Test-1** |
|
| 15 | Project report Preparation, Preliminary project report  Detailed project report including technical, economic and market feasibility |
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| 6th | 16 | Common errors in project report preparations, Exercises on preparation of project report |
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| 17 | Sample project report |
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| 18 | Introduction to Management, Definitions and importance of management |
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| 7th | 19 | Functions of management: Importance and process of planning, organising,  staffing, directing and controlling |
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| 20 | Principles of management (Henri Fayol, F.W. Taylor)  Concept and structure of an organization, Types of industrial organizations and their advantages |
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| 21 | Line organization, staff organization, Line and staff organization, Functional Organization |
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| 8th | 22 | **Leadership** - Definition and Need Qualities and functions of a leader  Manager Vs leader, Types of leadership, Case studies of great leaders |
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| 23 | **Motivation**-Definition and characteristics, Importance of self motivation, Factors affecting motivation ,Theories of motivation (Maslow, Herzberg, Douglas, McGregor) |
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| 24 | **Human Resource Management-**Introduction and objective, Introduction to Man power planning, recruitment and selection, Introduction to performance appraisal methods |
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| 9th | 25 | **Material and Store Management**- Introduction functions, and objectives, ABC Analysis and EOQ |
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| 26 | **Marketing and sales**- Introduction, importance, and its functions, Physical distribution, Introduction to promotion mix, Sales promotion |
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| 27 | **Financial Management**- Introductions, importance and its functions  knowledge of income tax, sales tax, excise duty, custom duty, VAT, GST |
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| 10th | 28 | **Assignment-2** |
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| 29 | **Class Test** |
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| 30 | **Sessional Test-2** |
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| 11th | 31 | **Quiz** |
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| 32 | **Work Culture**- Introduction and importance of Healthy Work Culture in organization, Components of Culture |
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| 33 | Importance of attitude, values and behavior, |
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| 12th | 34 | Behavioral Science – Individual and group behavior. |
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| 35 | Professional ethics – Concept and need of Professional Ethics and human  Values. |
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| 36 | **Basic of Accounting:-** Meaning and definition of accounting, Double entry system of book keeping,Trading account, |
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| 13th | 37 | PLA account and balance sheet of a company |
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| 38 | Objectives of Financial Management, Profit Maximization v/s Wealth Maximization |
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| 39 | Total Quality Management (TQM) |
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| 14th | 40 | Statistical process control, Total employees Involvement, Just in time (JIT) |
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| 41 | **Intellectual Property Right (IPR)-** Introduction, definition and its importance  Infringement related to patents, copy right, trade mark |
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| 42 | **Assignment- 3** |
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| 15th | 43 | **Class Test** |
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| 44 | **Revision/Quiz** |
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| 45 | **Sessional Test- 3** |
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