

## Lesson Plan

Name of Faculty : Smt. BUNTY  
 Discipline : Electronics & Communication Engg  
 Semester : 6th  
 Subject : EDM  
 Lesson Plan Duration : 15weeks  
 Work Load (Lecture /Practical) per w : 3 Practical: 0

Week	Theory	
	Lecture Day	Topic (including assignments /tests)
Week 1	1st	Concept /Meaning and its need of Entrepreneurship
	2nd	Qualities and functions of entrepreneur
	3rd	Barriers in entrepreneurship
Week 2	4th	Sole proprietorship and partnership forms of business organisations
	5th	Schemes of assistance by entrepreneurial support agencies at National, State, KVIB,
	6th	District level: NSIC
Week 3	7th	District level: NRDC & DC:MSME, SIDBI & NABARD,
	8th	District level: Commercial Banks, SFC's TCO, KVIB, & DIC
	9th	Technology Business Incubator (TBI) and Science and Technology Entrepreneur Parks (STEP).
Week 4	10th	Revision, Assignment on Entrepreneurship
	11th	Market Survey and Opportunity Identification, Scanning of business environment
	12th	Salient features of National and State industrial policies and resultant business opportunities
Week 5	13th	Types and conduct of market survey, Assessment of demand and supply in potential areas of growth
	14th	Identifying business opportunity, Considerations in product selection, Market Survey
	15th	Revision
Week 6	16th	Project report Preparation, Preliminary project report, Detailed project report including technical & economic feasibility
	17th	Detailed project report including market feasibility, Common errors in project report preparations
	18th	Exercises on preparation of project report, Introduction to Management: Definitions and importance of management
Week 7	19th	Functions of management: Importance and Process of planning, organising, staffing, directing and controlling
	20th	Principles of management (Henri Fayol, F.W. Taylor) Concept and structure of an organisation,
	21st	Types of industrial organisations : a) Line organisation b) Line and staff organisation c) Functional Organisation
Week 8	22nd	Revision And assignment
	23rd	Leadership Definition and Need Qualities and functions of a leader Manager Vs leader, Types of leadership
	24th	Motivation : Definitions and characteristics Factors affecting motivation, Theories of motivation (Maslow, Herzberg, McGregor)
Week 9	25th	Management Scope in Different Areas : Human Resource Management Introduction and objective, Introduction to Man power planning,
	26th	recruitment and selection, Introduction to performance appraisal methods
	27th	Material and Store Management, Introduction functions, and objectives, ABC Analysis and EOQ
Week 10	28th	Marketing and sales, Introduction, importance, and its functions
	29th	Revision

	30th	Physical distribution, Introduction to promotion mix Sales promotion
Week 11	31st	Financial Management, Introductions, importance and its functions,
	32nd	Elementary knowledge of income tax, sales tax, excise duty, custom duty and VAT
	33rd	Miscellaneous Topics : Customer Relation Management (CRM) & Definition and need, Types of CRM
Week 12	34th	Total Quality Management (TQM),Statistical process control Total employees Involvement Just in time (JIT)
	35th	Intellectual Property Right (IPR): Introductions, definition and its importance,
	36th	Infringement related to patents, copy right, trade mark
Week 13	37th	Revision, assignment
	38th	Revision
	39th	Revision
Week 14	40th	Revision
	41st	Revision
	42nd	Revision
Week 15	43rd	Revision
	44th	Revision
	45th	Revision



