**RJLB Govt. Polytechnic, Loharu**

***LECTURE PLAN (MAR.-JUNE. 2022)***

**BRANCH:** MECH ENGG **SEMESTER: 4th**

**SUBJECT:** ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT

**NAME OF FACULTY**: PARVEEN KUMAR

|  |  |  |
| --- | --- | --- |
| **Sr.**  **No.** | **Name of Topic** | **No. of Lectures** |
| **SECTION – A ENTREPRENEURSHIP** | | |
| **1. Introduction** | | |
| 1 | Concept /Meaning and its need | 1 |
| 2 | Qualities and functions of entrepreneur and barriers in entrepreneurship | 1 |
| 3 | Sole proprietorship and partnership firms and other forms of business  Organizations. | 1 |
| 4 | Schemes of assistance by entrepreneurial support agencies at National, State,District –level, | 1 |
| 5 | Organisation: NSIC, NRDC, DC, MSME, SIDBI, NABARD, | 1 |
| 6 | NIESBUD, HARDICON Ltd., Commercial Banks, | 1 |
| 7 | SFCs, TCO, KVIB, DIC, | 1 |
| 8 | Technology Business Incubators (TBI) and Science and Technology Entrepreneur Parks (STEP). | 1 |
| **2. Market Survey and Opportunity Identification/Ideation** | | |
| 9 | Scanning of the business environment | 1 |
| 10 | Salient features of National and Haryana State industrial policies and resultant business opportunities | 1 |
| 11 | Types and conduct of market survey | 1 |
| 12 | Assessment of demand and supply in potential areas of growth | 1 |
| 13 | Identifying business opportunity, Considerations in product selection | 1 |
| 14 | Converting an idea into a business opportunity | 1 |
| **3. Project report Preparation** | | |
| 15 | Preliminary project report | 1 |
| 16 | Detailed project report including technical, economic and market feasibility | 1 |
| 17 | Common errors in project report preparations | 1 |
| 18 | Exercises on preparation of project report | 1 |
| 19 | Sample project report | 1 |
| **SECTION –B MANAGEMENT** | | |
| **4. Introduction to Management** | | |
| 20 | Definitions and importance of management | 1 |
| 21 | Functions of management: Importance and process of planning, organising, staffing, directing and controlling | 1 |
| 22 | Principles of management (Henri Fayol, F.W. Taylor) | 1 |
| 23 | Concept and structure of an organization, Types of industrial organisations and their advantages | 1 |
| 24 | Line organisation, staff organization, Line and staff organization, Functional Organisation | 1 |
| **5. Leadership and Motivation** | | |
| 25 | **(a) Leadership:**  Definition and Need,Qualities and functions of a leader | 1 |
| 26 | Manager Vs leader, Types of leadership, Case studies of great leaders. | 1 |
| 27 | **(b) Motivation:**  Definition and characteristics, Importance of self motivation | 1 |
| 28 | Factors affecting motivation, Theories of motivation (Maslow, Herzberg, Douglas, McGregor). | 1 |
| **6. Management Scope in Different Areas** | | |
| 29 | **(a) Human Resource Management:**  Introduction and objective, Introduction to Man power planning, | 1 |
| 30 | recruitment and selection,Introduction to performance appraisal methods | 1 |
| 31 | **(b) Material and Store Management:**  Introduction functions and objectives, ABC Analysis and EOQ | 1 |
| 32 | **(c) Marketing and sales:**  Introduction, importance, and its functions | 1 |
| 33 | Physical distribution, Introduction to promotion mix, Sales promotion | 1 |
| 34 | **(d) Financial Management:**  Introductions, importance and its functions | 1 |
| 35 | knowledge of income tax, sales tax, excise duty, custom duty, VAT, GST | 1 |
| **7. Work Culture** | | |
| 36 | Introduction and importance of Healthy Work Culture in organization | 1 |
| 37 | Components of Culture, Importance of attitude, values and behaviour | 1 |
| 38 | Behavioural Science – Individual and group behavior. | 1 |
| 39 | Professional ethics – Concept and need of Professional Ethics and human  values. | 1 |
| **8. Basic of Accounting and Finance** | | |
| 40 | **(a) Basic of Accounting:**  Meaning and definition of accounting, Double entry system of book keeping | 1 |
| 41 | Trading account, PLA account and balance sheet of a company | 1 |
| 42 | **(b) Objectives of Financial Management:**  Profit Maximization v/s Wealth Maximization | 1 |
| **9. Miscellaneous Topics** | | |
| 43 | **(a) Total Quality Management (TQM):**  Statistical process control, Total employees Involvement, Just in time (JIT) | 1 |
| 44 | **(b) Intellectual Property Right (IPR):**  Introduction, definition and its importance | 1 |
| 45 | Infringement related to patents, copy right, trade mark. | 1 |