

Government Polytechnic for Women Sirsa		
Name of Faculty: Sh. Vikramaditya		
Discipline: Electronics and Communication Engineering		
Semester: 6		
Subject: ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT		
Lesson Plan Duration: 16 weeks		
WEEK	THEORY	Topic
1st week	Day 1	ENTREPRENEURSHIP Concept /Meaning and its need
	day 2	Qualities and functions of entrepreneur and barriers in entrepreneurship
	day 3	Sole proprietorship and partnership forms of business organizations
2nd week	day 4	Schemes of assistance by entrepreneurial support agencies at National, State
	day 5	Schemes of assistance by entrepreneurial support agencies at DISTRICT level
	day 6	organisation: NSIC, NRDC, DC, MSME, SIDBI, NABARD
3rd week	day 7	Commercial Banks, SFC's TCO, KVIB, DIC, Technology Business Incubators (TBI) and Science and Technology Entrepreneur Parks
	day 8	Scanning of the business environment•Market Survey and Opportunity Identification
	day 9	Salient features of National and State industrial policies and resultant Types and conduct of market survey•business opportunities
4th week	day 10	Assessment of demand and supply in potential areas of growth
	day 11	Identifying business opportunity
	day 12	Considerations in product selection
5th week	day 13	Preliminary project report Project report Preparation
	day 14	Detailed project report including technical, economic and market feasibility
	day 15	Common errors in project report preparations
6th week	day 16	Exercises on preparation of project report
	day 17	Introduction to Management and its need
	day 18	Definitions and importance of management
7th week	day 19	Functions of management: Importance and process of planning, organising, staffing, directing and controlling
	day 20	Principles of management (Henri Fayol, F.W. Taylor)
	day 21	Concept and structure of an organization
8th week	day 22	Types of industrial organisations a) Line organization
	day 23	b) Line and staff organisation c) Functional Organisation
	day 24	Leadership Definition and Need Qualities and functions of a leader
	day 25	Types of leadership Manager Vs leader
9th week	day 26	Motivation Definitions and characteristics•
	day 27	Factors affecting motivation• Theories of motivation (Maslow, Herzberg, Douglas, McGregor)
10th week	day 28	Management Scope in Different Areas Human Resource Management
	day 29	Introduction to Man power planning, recruitment and selection Introduction and objective
	day 30	Doubt will be taken
11th	day 31	Introduction to performance appraisal methods

week	day 32	Introduction functions Material and Store Management
	day 33	ABC Analysis and EOQ objectives
12th week	day 34	Introduction, importance Marketing and sales
	day 35	Physical distribution and its functions
	day 36	Introduction to promotion mix Sales promotion
13th week	day 37	Introductions, importance and its functions Financial Management
	day 38	Elementary knowledge of income tax, sales tax, excise duty, custom duty and VAT
	day 39	Miscellaneous Topics Customer Relation Management (CRM)
14th week	day 40	Definition and need ,Types of CRM
	day 41	Statistical process control Total Quality Management (TQM)
	day 42	Just in time (JIT) Total employees Involvement
15th week	day 43	Intellectual Property Right (IPR)
	day 44	Introductions, definition and its importance
	day45	Infringement related to patents, copy right, trade mark
16th week	day 46	Revision
	day 47	Revision
	day48	Revision