Name of the faculty : DEVENDER SINGH

Discipline : Electronic & Comm.

Semester : 6th

Subject : EDM

Lesson plan Duration: 15 week (From 22 March to 2nd July 2021)

|  |  |  |
| --- | --- | --- |
| **Week** | **Lecture Day** | **Topic****(Including Assignment test)** |
| 1st | 1st | * Concept /Meaning and its need
* Qualities and functions of entrepreneur and barriers in entrepreneurship
 |
|  | 2nd | * Sole proprietorship and partnership forms and other forms of business organizations
 |
|  | 3rd | * Schemes of assistance by entrepreneurial support agencies at National, State, District –level, organization: NSIC, NRDC, DC, MSME, SIDBI, NABARD, NIESBUD, HARDICON Ltd., Commercial Banks, SFC’s TCO, KVIB, DIC, Technology Business Incubators (TBI) and Science and Technology Entrepreneur Parks
 |
| 2nd | 1st | * Scanning of the business environment
* Salient features of
 |
|  |  |  National and Haryana State industrial policies and resultant business opportunities |
|  | 2nd | * Types and conduct of market survey
* Assessment of demand and supply in potential areas of growth
 |
|  | 3rd | * Identifying business opportunity
* Considerations in product selection
* Converting an idea into a business opportunity
 |
| 3rd | 1st | * Preliminary project report
* Detailed project report including technical, economic and market feasibility
 |
|  | 2nd | * Common errors in project report preparations
* Exercises on preparation of project report
* Sample project report
 |
|  |  | * Revision
 |
|  |  | * Assignment -1
* Test of 1,2& unit 3
 |
|  | 3rd |  Definition and importance of management* Functions of management: Importance and process of planning, organizing, staffing, directing and controlling
 |
| 4th | 1st | * Principles of management (Henri Fayol, F.W. Taylor)
 |
|  | 2nd | * Concept and structure of an organization
 |
|  | 3rd |  Types of industrial organizations and their advantages |
| 5th | 1st | * Line organization, staff organization
* Line and staff organization
 |
|  | 2nd |  Functional Organization |
|  | 3rd | a )Leadership Definition and Need Qualities and functions of a leader |
| 6th | 1st |  Manager Vs leader |
|  | 2nd |  Types of leadership Case studies of great leaders |
|  | 3rd |  b) Motivation Definition and characteristics |
| 7th | 1st |  Importance of self motivation Factors affecting motivation Theories of motivation (Maslow, Herzberg, Douglas, McGregor) |
|  | 2nd |  a)Human Resource Management* Introduction and objective
* Introduction to Man power planning, recruitment and selection
 |
|  | 3rd | * Introduction to performance appraisal methods
 |
| 8th | 1st | 1. Material and Store Management
	* Introduction functions,
 |
|  |  | and objectives ABC Analysis and EOQ |
|  | 2nd |  C )Marketing and sales* Introduction, importance, and its functions
* Physical distribution
 |
|  | 3rd |  Introduction to promotion mix, Sales promotion |
| 9th | 1st | 1. Financial Management
	* Introductions, importance and its functions
 |
|  | 2nd | * knowledge of income tax, sales tax, excise duty, custom duty, VAT, GST
 |
|  |  | * Revision
 |
|  |  | Assignment – 2nd Test of 4,5 & unit 6 |
|  | 3rd | Introduction and importance of Healthy Work Culture in organizationComponents of Culture |
| 10th | 1st | Importance of attitude, values and behavior. |
|  | 2nd | Behavioral Science – Individual and group behavior. |
|  | 3rd | Professional ethics – Concept and need of Professional Ethics and human values. |
| 11th | 1st | Meaning and definition of accounting |
|  | 2nd | Double entry system of book keepingTrading account, PLA account andbalance sheet of a company |
|  | 3rd | Objectives of Financial Management - Profit Maximization v/s Wealth Maximization |
| 12th | 1st | a) Total Quality Management (TQM)c) Statistical process control |
|  | 2nd | Total employees Involvement Just in time (JIT) |
|  | 3rd | 1. Intellectual Property Right (IPR)
	* Introduction, definition and its importance
	* Infringement related to patents, copy right, trade mark
 |
|  |  | Revision |
|  |  | Assignment 3rd Test 7,8 & unit 9 |