Name of the Faculty : **DEVENDER SINGH**

Discipline : Electronics &comm.

**Semester : 6th**

**Subject : EDM**

**Lesson Plan Duration : 15 weeks (From February 24 –June 2024 onwards)**

\*\*Work load (Lecture / Practical) per week (in hours): Lectures-03, Practical -Nil

|  |  |
| --- | --- |
| **Week** | **Theory** |
| **Lecture day** | **Topic****(Including assignment / test)** |
| 1st | 1st | **SECTION – A ENTREPRENEURSHIP****Chapter 1. Introduction** |
| Concept /Meaning and its need, Qualities ofentrepreneur |
| 2nd | Functions of entrepreneur and barriers inentrepreneurship |
| 3rd | Sole proprietorship and partnership forms ofbusiness organisation |
| 2nd | 4th | Schemes of assistance by entrepreneurial support agencies at National, State, District–level, organisation: NSIC, NRDC |
| 5th | DC, MSME, SIDBI |
| 6th | NABARD, Commercial Banks |
| 3rd | 7th | SFC’s TCO, KVIB, DIC |
| 8th | Technology Business Incubators (TBI) and Science and Technology Entrepreneur Parks |
| 9th | **Revision** |
| 4th | 10th | **Chapter 2. Market Survey and Opportunity****Identification** |
| Scanning of the business environment |
| 11th | Salient features of National and Stateindustrial policies and resultant |
| 12th | Types of market survey |
| 5th | 13th | Conduct of market survey |
| 14th | Assessment of demand and supply in potentialareas of growth |
| 15th | Identifying business opportunity |
| 6th | 16th | Considerations in product selection |
| 17th | **Revision-Assignment No. 1: (inclluding Unit 1 & Unit 2)** |
| 18th | **Revision** |
| 7th | 19th | **Chapter 3. Project report Preparation** |
| Preliminary project report |
| 20th | Detailed project report |
| 21st | Technical, economic feasibility |
| 8th | 22nd | Market feasibility |
| 23rd | Common errors in project report preparations |
| 24th | Exercises on preparation of project report |
| 9th | 25th | **SECTION –B MANAGEMENT****Chapter 4. Introduction to Management** |
| Definitions and importance of management, Principles of management (Henri Fayol, F.W. Taylor) |
| 26th | Functions of management: Importance and process of planning, organising, staffing,directing and controlling |
|  | 27th | Concept and structure of an organisation, Types of industrial organisations a)Line organisation | N/A | N/A |
| 10th | 28th | b) Line and staff organisation c)Functional Organisation | N/A | N/A |
| 29th | **Chapter 5. Leadership and Motivation** | N/A | N/A |
| **a) Leadership** Definition and Need, Qualities and functions of a leader | N/A | N/A |
| 30th | Manager Vs leader, Types of leadership**b) Motivation**Definitions and characteristics | N/A | N/A |
| 11th | 31st | Factors affecting motivation, Theories of motivation (Maslow, Herzberg, Douglas, McGregor)**Assignment No. 2: (including Unit 3,4 & 5)** | N/A | N/A |
| 32nd | **Revision** | N/A | N/A |
| 33rd | **Test** | N/A | N/A |
| 12th | 34th | **Chapter 6. Management Scope in Different****Areas** | N/A | N/A |
| **a) Human Resource Management**Introduction and objective, Introduction to Man power planning, | N/A | N/A |
| 35th | Recruitment and selection, introduction toperformance appraisal methods | N/A | N/A |
| 36th | **b) Material and Store Management**Introduction functions, and objectives | N/A | N/A |
| 13th | 37th | ABC Analysis and EOQ **c)****Marketing and sales**Introduction, importance, and its functions | N/A | N/A |
| 38th | Physical distribution, Introduction topromotion mix, Sales promotion | N/A | N/A |
| 39th | **d) Financial Management**Introduction, importance and its functions, | N/A | N/A |
| 14th | 40th | Elementary knowledge of income tax, sales tax,excise duty, custom duty and VAT | N/A | N/A |
| 41st . | **Chapter 7. Miscellaneous Topics** | N/A | N/A |
| **a) Customer Relation Management (CRM)**Definition and need, Types of CRM | N/A | N/A |
| 42nd | **b) Total Quality Management (TQM)**Statistical process control, Total employees Involvement, Just in time (JIT) | N/A | N/A |
| 15th | 43rd | Introductions, definition and its importance, Infringement related to patents, copy right,trade mark | N/A | N/A |
| 44th | **Revision Assignment****No. 3: (including Unit 7 & Unit 8)** | N/A | N/A |
| 45th | **Test** | N/A | N/A |

**DEVENDER SINGH**