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

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| **Week** | **Theory** | | | | | |
| **Lecture day** | | **Topic**  **(Including assignment / test)** | | | |
| 1st | 1st | | **SECTION – A ENTREPRENEURSHIP**  **Chapter 1. Introduction** | | | |
| Concept /Meaning and its need, Qualities of  entrepreneur | | | |
| 2nd | | Functions of entrepreneur and barriers in  entrepreneurship | | | |
| 3rd | | Sole proprietorship and partnership forms of  business 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 State  industrial policies and resultant | | | |
| 12th | | Types of market survey | | | |
| 5th | 13th | | Conduct of market survey | | | |
| 14th | | Assessment of demand and supply in potential  areas 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 to  performance 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 to  promotion 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 | |

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