

Name of Faculty : Mr. Rammeshwar
 Discipline : Mechanical Engineering
 Semester : IV
 Subject : EDM
 Lesson Plan Duration : 15 Weeks (9 January onwards)

Week	Theory	
	Lecture Day	Topic (Including assignment/test)
I	1	Concept /Meaning and its need Qualities and functions of entrepreneur and barriers in entrepreneurship
	2	Sole proprietorship and partnership forms of business organisations
	3	ASSIGNMENT : Schemes of assistance by entrepreneurial support agencies at National, State, District level: NSIC, NRDC, DC:MSME, SIDBI, NABARD, Commercial Banks, SFC's TCO, KVIB, DIC, Technology Business Incubator (TBI) and Science and Technology Entrepreneur Parks (STEP).
II	4	Market Survey and Opportunity Identification (10 hrs): Scanning of business environment
	5	Salient features of National and State industrial policies and resultant business opportunities
	6	Types and conduct of market survey
III	7	Assessment of demand and supply in potential areas of growth
	8	Identifying business opportunity
	9	Considerations in product selection
IV	10	Project report Preparation: Preliminary project report
	11	Detailed project report including technical, economic and market feasibility
	12	Common errors in project report preparations: Exercises on preparation of project report
V	13	Introduction to Management : Definitions and importance of management
	14	Functions of management: Importance and Process of planning, organising, staffing, directing and controlling
	15	Principles of management (Henri Fayol, F.W. Taylor) Concept and structure of an organisation
VI	16	Types of industrial organisations a)Line organisation b)Line and staff organisation c)Functional Organisation
	17	FEEDBACK of previous chapter/ test

	18	Leadership and Motivation a) Leadership: Definition and Need
VII	19	Qualities and functions of a leader
	20	Manager Vs leader
	21	Types of leadership
VIII	22	Motivation : Definitions and characteristics
	23	Factors affecting motivation
	24	Theories of motivation (Maslow, Herzberg, McGregor)
IX	25	FEEDBACK of previous chapter/ test
	26	Management Scope in Different Areas a) Human Resource Management Introduction and objective
	27	Introduction to Man power planning, recruitment and selection
X	28	Introduction to performance appraisal methods
	29	Material and Store Management Introduction functions, and objectives
	30	ABC Analysis and EOQ
XI	31	Marketing and sales: Introduction, importance, and its functions
	32	Physical distribution
	33	Introduction to promotion mix
XII	34	Sales promotion
	35	Financial Management: Introductions, importance and its functions
	36	Elementary knowledge of income tax, sales tax, excise duty, custom duty and VAT
XIII	37	Miscellaneous Topics : Customer Relation Management (CRM): Definition and need
	38	Types of CRM
	39	Total Quality Management (TQM): Statistical process control
XIV	40	Total employees Involvement
	41	Just in time (JIT)
	42	Intellectual Property Right (IPR) Introductions, definition and its importance
XV	43	Infringement related to patents, copy right, trade mark
	44	FEEDBACK of previous chapter/ test
	45	Test of whole syllabus

