

# ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT

Faculty: Sh. Anit Kumar

Week	Theory Topic
1 <sup>st</sup>	Entrepreneur Concept /Meaning and its need Qualities and functions of entrepreneur and barriers in entrepreneurship
2 <sup>nd</sup>	Sole proprietorship and partnership forms and other forms of business organisations Schemes of assistance by entrepreneurial support agencies at National, State, District –level, organisation: 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
3 <sup>rd</sup>	Scanning of the business environment Salient features of National and Haryana State industrial policies and resultant business opportunities Types and conduct of market survey
4 <sup>th</sup>	Assessment of demand and supply in potential areas of growth Identifying business opportunity Considerations in product selection Converting an idea into a business opportunity
5 <sup>th</sup>	Preliminary project report Detailed project report including technical, economic and market feasibility Common errors in project report preparations Exercises on preparation of project report Sample project report
6 <sup>th</sup>	Definitions and importance of management Functions of management: Importance and process of planning, organising, staffing, directing and controlling Principles of management (Henri Fayol, F.W. Taylor) Concept and structure of an organisation Types of industrial organisations and their advantages  Line organisation, staff organisation Line and staff organisation Functional Organisation
7 <sup>th</sup>	Leadership <ul style="list-style-type: none"><li>• Definition and Need</li><li>• Qualities and functions of a leader</li><li>• Manager Vs leader</li><li>• Types of leadership</li><li>• Case studies of great leaders</li></ul> Motivation

	<ul style="list-style-type: none"> <li>• Definition and characteristics</li> <li>• Importance of self motivation</li> <li>• Factors affecting motivation</li> <li>• Theories of motivation (Maslow, Herzberg, Douglas, McGregor)</li> </ul>
<b>8<sup>th</sup></b>	<p>Human Resource Management</p> <ul style="list-style-type: none"> <li>• Introduction and objective</li> <li>• Introduction to Man power planning, recruitment and selection</li> <li>• Introduction to performance appraisal methods</li> </ul> <p>Material and Store Management</p> <ul style="list-style-type: none"> <li>• Introduction functions, and objectives</li> <li>• ABC Analysis and EOQ</li> </ul>
<b>9<sup>th</sup></b>	<p>Marketing and sales</p> <ul style="list-style-type: none"> <li>• Introduction, importance, and its functions</li> <li>• Physical distribution</li> <li>• Introduction to promotion mix</li> <li>• Sales promotion</li> </ul> <p>Financial Management</p> <ul style="list-style-type: none"> <li>• Introductions, importance and its functions</li> <li>• knowledge of income tax, sales tax, excise duty, custom duty, VAT, GST</li> </ul>
<b>10<sup>th</sup></b>	<p>Introduction and importance of Healthy Work Culture in organization</p> <p>Components of Culture</p> <p>Importance of attitude, values and behavior</p> <p>Behavioural Science – Individual and group behavior.</p>
<b>11<sup>th</sup></b>	<p>Professional ethics – Concept and need of Professional Ethics and human values.</p> <p>Meaning and definition of accounting.</p> <p>Double entry system of book keeping</p>
<b>12<sup>th</sup></b>	<p>Trading account, PLA account and balance sheet of a company</p> <p>Objectives of Financial Management</p> <p>Profit Maximization v/s Wealth Maximization</p>
<b>13<sup>th</sup></b>	<p>Total Quality Management (TQM)</p> <ul style="list-style-type: none"> <li>• Statistical process control</li> <li>• Total employees Involvement</li> <li>• Just in time (JIT)</li> </ul>
<b>14<sup>th</sup></b>	<p>Intellectual Property Right (IPR)</p> <ul style="list-style-type: none"> <li>• Introduction, definition and its importance</li> <li>• Infringement related to patents, copy right, trade mark</li> </ul>
<b>15<sup>th</sup></b>	<p>Revision and doubts</p>