

MECHANICAL ENGINEERING DEPARTMENT

Session 2024-2025(6th semester)

Subject:-EDM

Load:-3 hrs Theory

Week	THEORY	
	Day Lecture	Topic (Including Assignment/Test)
1	1	Concept /Meaning and its need of Entrepreneurship
	2	Qualities and functions of entrepreneur
	3	Barriers in entrepreneurship
2	1	Sole proprietorship and partnership forms of business organisations
	2	Schemes of assistance by entrepreneurial support agencies at National, State, KVIB,
	3	District level: NSIC
3	1	District level: NRDC & DC:MSME
	2	District level: SIDBI & NABARD,
	3	District level: Commercial Banks, SFC's TCO, KVIB, &DIC
4	1	Technology Business Incubator (TBI) and Science and TechnologyEntrepreneur Parks (STEP).
	2	Assignment on Entrepreneurship
	3	Test
5	1	Market Survey and Opportunity Identification
	2	Scanning of business environment
	3	Salient features of National and State industrial policies and resultant business opportunities
6	1	Types and conduct of market survey
	2	Assessment of demand and supply in potential areas of growth
	3	Identifying business opportunity
7	1	Considerations in product selection
	2	Assignment on Market Survey
	3	Test
8	1	Project report Preparation
	2	Preliminary project report
	3	Detailed project report including technical & economic feasibility
9	1	Detailed project report including market feasibility
	2	Common errors in project report preparations
	3	Exercises on preparation of project report
10	1	Assignment on project report
	2	Test

	3	Introduction to Management: Definitions and importance of management
11	1	Functions of management: Importance and Process of planning, organising, staffing, directing and controlling
	2	Principles of management (Henri Fayol, F.W. Taylor) Concept and structure of an organisation, Types of industrial organisations : a) Line organisation b) Line and staff organisation c) Functional Organisation
	3	Test
12	1	Leadership Definition and Need Qualities and functions of a leader Manager Vs leader
	2	Management Scope in Different Areas : Human Resource Management Introduction Introduction to Manpower planning, recruitment and selection Introduction to performance appraisal methods
	3	Material and Store Management Introduction functions, and objectives ABC Analysis and EOQ
13	1	Marketing and sales Introduction, importance, and its functions Physical distribution
	2	Introduction to promotion mix, Sales promotion
	3	Financial Management Introductions, importance and its functions
14	1	Elementary knowledge of income tax, sales tax, excise duty, custom duty and VAT
	2	Assignment on Management Scope in Different Areas
	3	Test
15	1	Miscellaneous Topics Motivation : Definitions and characteristics Factors affecting motivation, Theories of motivation (Maslow, Herzberg, McGregor)
	2	Customer Relation Management (CRM) & Definition and need Types of CRM
	3	Total Quality Management (TQM) Statistical process control Total employees Involvement Just in time (JIT) Intellectual Property Right (IPR): Introductions, definition and its importance Infringement related to patents, copy right, trade mark

Subject Incharge : Mr. Amit Attri

O/I Department : Mr Amit Attri