

Discipline	Architectural Assistantship
Semester	6th
Subject	Entrepreneurship Development and Management
Lesson Plan Duration	15 WEEKS
** Work Load (Lecture) per week (In Hours) : Lectures - 03	

	Theory		Practical	
	Lecture Day	Topic (including assignment / test)	Practical Day	Topic
	Section- A (Entrepreneurship)			
1st	Unit -1- Introduction			
	1st	Meaning of Entrepreneur, Qualities, function, Traits,Entrepreneurship- Meaning, Concept, Characteristics		
	2nd	Need of Entrepreneurship, Basic Component, Role of Entrepreneur, Types of Entrepreneur		
	3rd	Entrepreneurship Development Programme, Barriers in Entrepreneurship		
2nd	4th	Role of Sole Propprietorship, Partnership Firms		
	5th	Need of Institutional Support for new entrepreneur, types of assistances available to entrepreneur		
	6th	Support Machinery - DICs, commercial banks, SIDBI, NABARD, NSIC,KVIC,NRDCI,STEP,TBI		
Unit -II--Market Survey & Opportunity Identification				
3rd	7th	Scanning of Business environment, inputs required for a new entrepreneur		
	8th	Data collection for setting up small ventures, Types and conduct of market survey		
	9th	Assessment of demand and Supply in potential area of growth, importance of assessment of demand and supply		
4th	10th	Ist Sessional week		
	11th			
	12th			
5th	13th	Factors for sales forecasting , methods of forecasting the demands		
	14th	Identifying business opportunity, consideration in product selection		
	Unit -III- Project Report Preparation			
	15th	Significance of a Project Report, Contents of report,		
6th	16th	Preliminary Project Report, brief summary		
	17th	Detailed Project report including technica, economic and market feasibility		
	18th	Common error in project report preparation, Project appraisal, need of project appraisal		
7th	19th	Stages of Project Report- Economical, Financial, Technical, Managerial etc..		
	20th	Analysis of Project report - various stage		
	Section- B (Management)			
	Unit -IV- Introduction to Management			
	21st	Definition and Importance of Management, Function,		
8th	22nd	Management- Need, Characteristics, Principles		
	23rd	Structure of an Organisation		
	24th	Types of Industrial Organisation		
9th	25th	IInd Sessional week		
	26th			
	27th			
Unit -V- Leadership & Motivtion				

10th	28th	Definition - "Leader", "Leadership", need of leadership, quality and Function of a leader		
	29th	Types of Leadership, Manager v/s Leader		
	30th	Motivation- Definition, Characteristics, factors affecting motivation, Theory of Motivation		
	Unit VI-Management Scope in Different Areas			
11th	31st	Human Resouces Management- Definition, Objectives		
	32nd	Introduction to Manpower planning, recruitment & selection,Theory of POSDCORB, Performance Appraisal		
	33rd	Material and Store management		
12th	34th	Marketing and sales - introduction, importacne and its function		
	35th	Financial Management- introduction, importacne and its function		
	UnitVII- Miscellaneous Topics			
	36th	Introduction to CRM, TQM & IPR		
13th	37th	IIIrd Sessional Week		
	38th			
	39th			
14th	40th	Revision of UNIT -I		
	41st	Revision of UNIT -II		
	42nd	Revision of UNIT -III		
15th	43rd	Revision of UNIT -IV		
	44th	Revision of UNIT -V		
	45th	Revision of UNIT -VI		