

UTKAL GOURAV MADHUSUDAN INSTITUTE OF TECHNOLOGY, RAYAGADA

**Academic Lesson Plan for Entrepreneurship & Management And Smart
Technology - 2024 (Winter)**

Name of the teaching faculty- SUBHEN KUMAR BEHERA

Dept.: Department of ETC Engg

Semester: 5th

**Subject: Theory 1: Entrepreneurship & Management And Smart
Technology**

No of Periods per week: 4,

Total Periods: 60,

End semester Exam: 80 Marks,

Internal Assessment: 20 Marks,

Total Marks: 100 Marks

Week	Period	Unit/Chapter	Topic to be Covered
1st	1st	Unit 1 Entrepreneurship	Concept/Meaning, Need of Entrepreneurship
	2nd		Characteristics ,Qualities ,Functions and Types of Entrepreneur
	3RD		Barriers in Entrepreneurship ,Entrepreneurs Vs. Manager
	4TH		Forms of Business Ownership
2nd	1st		Types of Industries
	2nd		Entrepreneurial support agencies
	3RD		Technology Business Incubator
	4TH	Unit 2 Market Survey and Opportunity Identification	Business Planning
3rd	1st		SSI, Ancillary Units, Service Sector Units
	2nd		Time schedule Plan, Agencies to be contacted for project Implementation
	3RD		Assessment of Demand and Supply and Potential Areas of Growth
	4TH		Identifying Business Opportunity
4th	1st		Final Product Selection
	2nd	Unit 3	Preliminary Project Report

		Project Report Preparation	
	3RD		Detailed Project Report
	4TH		Techno Economic Feasibility and Project Viability
5th	1st	Unit 4 Management Principles	Definition and Principles of management
	2nd		Functions of Management
	3RD		Planning, Organizing , staffing ,directing and control
	4TH		Level of Management in an Organization
6th	1st	Unit 5 Functional Areas of Management	Production Management Functions and Activities
	2nd		Productivity, & Quality Control
	3RD		Production, Planning and Control
	4TH		Need for Inventory Management
7th	1st		Models/Techniques of Inventory management
	2nd		Functions of Financial management
	3RD		Management of Working Capital
	4TH		Costing and Break Even Analysis
8th	1st		Brief idea about Accounting terminologies: Books Keeping, & Journal Entry,
	2nd		Brief idea about Accounting terminologies: Petty Cash Book ,P&L Accounts, Balance Sheets
	3RD		Concept of Marketing and Marketing Management
	4TH		Concept of Marketing and Marketing Management
9th	1st		Marketing techniques

	2nd		Marketing techniques
	3RD		Conceptof4Ps (Price, Place, Production, Promotion)
	4TH		Conceptof4Ps (Price, Place, Production, Promotion)
10th	1st		Functions of Personnel Management
	2nd		
	3RD		Functions of Personnel Management
	4TH		Manpower Planning, Recruitment,
11th	1st		Sources of Manpower, Selection Process,
	2nd		Method of Testing,
	3RD		Methods of Training & Development, Payment of Wages
	4TH	Unit 6 Leadership and Management	Leadership Definition and Importance
12th	1st		Qualities and Functions of a leader
	2nd		Manager Vs leader
	3RD		Motivation (Definition and characteristics and Importance)
	4TH		Theories and Factors affecting motivation and its Improvement
13th	1st		Importance and barriers of communication in Business
	2nd	Unit 7 Work, Culture, TQM & Safety	Human relationship and performance in organization
	3RD		Relations with Peers, superiors and subordinates
	4TH		TQM Concepts: Quality policy ,Management and System
14th	1st		Accident and safety : cause, preventive measures and safety rules ,PPE Kit
	2nd	Unit 8 Legislation	Intellectual property Rights(IPR)
	3RD		Features of Factories Act 1948

	4TH		Features of payment of Wages Act1936
15th	1st	Unit 9 Smart Technology	Concept of IOT
	2nd		Components, Characteristics and Category of IOT
	3RD		Applications of IOT
	4TH		Applications of IOT

Sri. Subhen Kumar Behera
Sr.Lecturer(ETC Engg)