

ENTREPRENEURSHIP MANAGEMENT (THEORY)

BRANCH: MECHANICAL/ELECTRICAL

No. of
lecture
hours

Sl. No. Unit

TOPICS TO BE COVERED

Sl. No.	Unit	TOPICS TO BE COVERED	No. of lecture hours
1	1	meaning, features and components of business	3 hours
2	1	Different forms of business organizations with features	2 hours
3	1	meaning, definitions and importance of management	2 hours
4	1	Difference between management and administration	1 hour
5	1	functions of management - planning, organizing, staffing, directing (including motivation and leadership) and communication, coordinating and controlling etc.	3 hours
6	1	principles of scientific management	1 hour
7	2	meaning and need of entrepreneurship	1 hour
8	2	Qualities and attributes of an entrepreneur	1 hour
9	2	Relevance of entrepreneurship of socio-economic kind, generating national wealth, creating jobs and self-employment, developing nascent enterprises, optimizing human and national resources, building enterprising personalities and society	3 hours

Sl. No	Unit	Topics to be covered	No. of Lectures	Sl. No	Unit	Topics to be covered	No. of Lectures
10	2	Micro small and medium enterprises investment (unit of 1000)	1 hour	20	4	Financial management: measuring and reporting, functions	2 hours
11	3	Project Report - PFR and DPR (preparation of a PFR)	2 hours	21	4	Capital: fixed and working capital	1 hour
12	2	procedures available for names as per the latest IFR	1 hour	22	4	Elements of working capital, working capital cycle	1 hour
13	2	Role of the DFR, DCR, DCRSIDA, PFC and commercial banks in the context of reform	2 hours	23	5	Measuring of stores and purchase management	1 hour
14	3	Meaning of financial accounting and cost control	1 hour	24	5	Inventory control: important and techniques	1 hour
15	5	Double entry system of book-keeping and types of accounts	2 hours	25	5	purchase management: principles and procedures	2 hours
16	3	Journal, ledger, cash, various types, Trial balance	2 hours	26	5	Important documents (Bin card, Invoice, Stock ledger and CRN)	1 hour
17	3	Components of final accounts - Trading A/c, Profit and Loss A/c and Balance sheet	3 hours	27	6	Meaning of production and financial management	1 hour
18	3	Elements of cost and preparation of cost sheet	2 hours	28	6	Production Planning and Control (measuring and stock)	3 hours
19	3	Break-even analysis	2 hours	29	7	costs and measuring measurement: measuring and instruments	1 hour
				30	7	selling methods: various forms	2 hours
				31	7	product policy: expanding, safeguarding and holding	1 hour

Sl. NO	Unit	Topics to be covered	no. of lecture hours
33	7	product - pricing, pricing methods and sales promotion including its techniques	2 hours
35	7	Advertising and its media	2 hours
34	8	Human Resource management (HR), meaning, need and importance	1 hour
35	8	Recruitment of HR and its sources	1 hour
36	8	selection - methods of HR and Training - its needs and methods	3 hours
37	8	need of performance appraisal	1 hour
38	9	Meaning and symptoms of industrial sickness	1 hour
39	9	causes of industrial sickness and remedial measures of sickness	3 hours
40	10	Industrial legislation: meaning,	1 hour
41	10	major provisions of factories act relating to health, welfare, safety, accidents, hours of work, employment of women	1 hour
42	10	Duties and power of factory inspectors	1 hour
43	10	major provisions of employee's compensation act	2 hours

M. Sahu
(concerned faculty)

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C.H.O.D. Electrical