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| **LESSON PLAN** |  |
|  |
| **Discipline : Computer Engineering** |  |
| **Semester : 3rd** |  |
| **Subject : Business Intelligence and Entrepreneurship** |  |
| Lesson Plan Duration : 15 weeks (from Sept. 2022 to Dec. 2022) |  |
| \*\*Work Load(Lecture) per week(in hours)::**03** |  |
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| **Week** | **Theory** |  **Remark if any** |
| **Lecture Day** | **Topic(including assignment/test)** |
| 1st | 1st | Concept and Definitions of Entrepreneurship |   |
| 2nd | Economic Development |   |
| 3rd | Concept and Definitions of Entrepreneur |   |
| 2nd | 4th | Classificationand Types of Entrepreneurs |   |
| 5th | Entrepreneurial Competencies |   |
| 6th  | Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors |   |
| 3rd | 7th  | EDP Programmes; Entrepreneurial Training |   |
| 8th  | Traits/Qualities of an Entrepreneurs; Manager Vs. Entrepreneur |   |
| 9th  | Entrepreneurial challenges |   |
| 4th | 10th | Revision |   |
| 11th | Entrepreneurial Opportunity Search andIdentification |   |
| 12th | Criteria to Select a Product; Conducting Feasibility Studies |   |
| 5th | 13th | Sources of business ideas, Marketing Plan : Conducting of Marketing Research |   |
| 14th | , Industry Analysis, Competitor analysis |   |
| 15th | market segmentation and positioning, building a marketing plan, marketing mix |   |
| 6th | 16th | , launching a new product; export marketing |   |
| 17th | , Methods of Project Appraisal, Project Report Preparation |   |
| 18th | Revision |   |
| 7th |   | Minor Test |   |
| 8th | 19 | Specimen of Project Report |   |
| 20 | Project Planning and Scheduling using Networking Techniques of PERT / CPM.  |   |
| 21 |  Revision |   |
| 9th | 22 | Definition of Small Scale; Rationale; Objective; Scope |   |
| 23 | SSI; Registration; NOC from Pollution Board |   |
| 24 | Machinery and Equipment Selection , Role of SSI in Economic Development of India |   |
| 10th | 25 | major problem faced by SSI |   |
| 26 | MSMEs – Definition and Significance in Indian Economy |   |
| 27 | MSME Schemes |   |
| 11th | 28 | Challenges and Difficulties in availing MSME Schemes. |   |
| 29 | Revision |   |
| 30 | Role of Support Institutions and Management of Small Business :DIC; SIDO;SIDBI |   |
| 12th | 31 | Small Industries Development Corporation (SIDC); SISI |   |
| 32 | NSIC; NISBUD |   |
| 33 | State Financial Corporation SIC; Venture Capital : Concept,  |   |
| 13th | 34 | venture capital financing schemes offered by various financial institutions in India |   |
| 35 | Legal issues – Forming business entity, requirements for formation of a Private/Public Limited Company |   |
| 36 | Revision |   |
| 14th |   | Minor Test |   |
| 15th | 37 | Entrepreneurship and Intellectual Property Rights: IPR and their importance, Patent, Copy Right, Trademarks |   |
| 38 | Case studies of Entrepreneurs – successful, failed, turnaround ventures should be discussed in the class. |   |
| 39 | Exercises / activities should be conducted on ‘generating business ideas’ and identifying problems and opportunities.• Interactive sessions with Entrepreneurs, authorities of financial institutions, Government officials should be organized |   |