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| **LESSON PLAN** | | | |  |
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| **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** | | | |  |
|  |  |  | |  |
| **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 | |  |