MECHANICAL DEPARTMENT

SESSION: Jan – June 2025-26

SUBJECT NAME : ENTREPRENUER DEVELOPMENT AND MANAGEMENT

SUBJECT CODE: 2000673(037)

LECTURE NO.	UNIT NO.	SUB TOPIC TO BE COVERED UNDER THIS UNIT	PLANNED DATE	EXECUTION DATE	REMARK
1	1	**Characteristics of entrepreneurs** 1.1 Concept of entrepreneur and intrapreneur	06/01/2025	09/01/2025	
2		1.2 Benefits of becoming an intrapreneur/ entrepreneur.	06/01/2025	09/01/2025	
3		1.3 Scope of entrepreneurship in local and global market.	06/01/2025	09/01/2025	
4		1.4 Planning for establishment of an enterprise.			
5		1.5 Traits of successful intrapreneur/ entrepreneur and passion,	09/01/2025	10/01/2025	
6		initiative, independent decision making			
7		Team work,			
8		assertiveness, persuasion, persistence, information seeking, commitment to work contract etc.	10/01/2025	16/01/2025	
9		Exercise based on above parameter			
10		SW analysis. Team work simulation.			
11		1.6 Trait of successful entrepreneur: calculated risk taking.	16/01/2025	17/01/2025	
12		Risk taking simulation exercise			
13		1.7 Business opportunity Guidance			
14		Discussion on Recent Business ideas &	17/01/2025	23/01/2025	
15		Explain various steps in establishmemt of enterprise			
16		Select an area of business opportunity as per your interest.	21/01/2025	23/01/2025	
17	2	**Motivation Management** 2.1 Motives, motivation	23/01/2025	24/01/2025	
18		motivational cycle.			
19		2.2 Concept of Need for Achievement			
20		2.3 Need for Achievement assessment through various tools. • Ring toss game	24/01/2025	28/01/2025	
21		• Boat making exercise	28/01/2025	30/01/2025	
22		• Building block exercise			
23		• TAT stories	30/01/2025	31/01/2025	
24		• Who am I?			
25		2.4 Interpretation	31/01/2025	04/02/25	

26		action plan for self development.	04/02/25	04/02/25	
27		Kakinada experiment Techno- preneurship.	06/02/25	06/02/25	
28		Explain the concept of achievement motivation.			
29		Assess level of need for Achievement in the individual through different tools.	07/02/25	07/02/25	
30		Prepare an action plan for enhancing need for achievement.			
31		Prepare a plan for development of achievement motivation and execute it.	11/02/25	11/02/25	
32		Prepare a portfolio based on achievement motivation exercise and tasks.			
33		**Management of Creativity & Innovation** 3.1 Creativity	13/03/25	13/02/25	
34		Divergent thinking,			
35		creativity techniques			
36		3.2Innovation,	14/02/25	14/02/25	
37		types of innovation			
38		application of innovation			
39		3.3 Product life cycle	18/02/25	18/12/25	
40		New product developmentprocess			
41		Product development			
42	3	innovation through creativity and innovation			
43		Elucidate the use of creativity techniques for entrepreneurs.	20/02/25	20/02/25	
44		Improve a chosen product using brainstorming technique.	21/02/25	21/02/25	
45		Differentiate between creativity and innovation.			
46		Apply concept of product life cycle for conceiving a project.			
47		Design a product using new product development process.	25/02/25	25/02/25	
48		Design a product using new product development process.			
49		**Critical Resources** 4.1 Forms of business organization: Proprietorship, Partnership, Cooperative, Private,	27/02/25	27/02/25	
50	4	Public Ltd Company, Section 8 company, LLP	28/02/25	28/02/25	
51		4.2 Institutional Support for entrepreneurship: MSMESI, CED, DTIC,	04/03/25	04/03/25	

52		CITCON, CSIDC, LUN,	06/03/25	06/03/25	
53		NSIC, KVIC, NABARD,	07/03/25	07/03/25	
54		Banks, SIDBI	11/03/25	11/03/25	
55		4.3 Entrepreneurship promotion schemes of centre and state.	18/03/25	18/03/25	
56		4.4 Marketing Mix,	20/03/25	20/03/25	
57		Market survey for project identification			
58		4.5 Inventory control, vendor development,	21/03/25	21/03/25	
59		material movement,			
60		store management.			
61		4.6 Manpower plan, hiring process,	25/03/25	25/03/25	
62		compensation, performance appraisal	27/03/25	27/03/25	
63		Examine suitability of different forms of business organization for the given project and prepare a presentation for the same.	01/04/25	01/04/25	
64		Investigate facilities extended by support institutions to entrepreneurs for technical support of the given situation.	03/04/25	03/04/25	
65		Conduct a market survey and prepare a report along with marketing mix plan for the given project.	04/04/25	04/04/25	
66	5	**Sustainable business plan** 5.1 Format of business plan/techno- economic feasibility report	08/04/25	08/04/25	
67		5.2 Demand and annual production target based on market survey.	10/04/25	10/04/25	
68		5.3 Outline production/service process.	11/04/25	11/04/25	
69		5.4 Land, building and machinery requirement	17/04/25	17/04/25	
70		5.5 Power, utilities and raw material requirement	22/04/25	22/04/25	
71		5.6 Fixed capital, Working capital, Subsidy and Cost of Project.	24/04/25	24/04/25	
72		5.7 Means of finance, calculation of interest	25/04/25	25/04/25	
73		5.8 Profitability analysis, Break-even point.	29/04/25	29/04/25	
74		Techno- economic feasibility report of MSME.	01/05/25	01/05/25	
75		Startup process.	02/05/25	02/05/25	
76		Angel Investors.	06/05/25	06/05/25	

77		Venture capitalist.	08/05/2025	08/05/2025	
78		Incubators	09/05/2025	09/05/2025	
79		Preparebusiness plan/techno economic feasibility report.	13-15/05/2025 (2 class)	13-15/05/2025	
80		Calculate and comment on breakeven point for given project. Explain financing of startups.	16/05/2025	16/05/2025	

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