



ACADEMIC LESSON PLAN FOR WINTER -2023

Dept. of Electronics & Telecommunication, RKCAT Polytechnic,

Name of the Faculty: ER. BIWAKALYANI PATRA

ENTREPRENEURSHIP and MANAGEMENT & SMART TECHNOLOGY (TH-1)

PERIOD	TOPIC COVERED	DATE	REMARKS
UNIT-01 TOTAL PERIOD-10 Entrepreneurship 1ST	Concept /Meaning of Entrepreneurship		
2ND	Need of Entrepreneurship Characteristics, Qualities and Types of entrepreneur, Functions		
3 RD	Barriers in entrepreneurship		
4 TH	Entrepreneur's vrs. Manager Forms of Business Ownership: Sole proprietorship, partnership forms and others		
5TH	Types of Industries, Concept of Start-ups		
6 TH	Entrepreneurial support agencies at National, State, District Level(Sources): DIC, NSIC,OSIC,SIDBI		
7TH	Concept /Meaning of Entrepreneurship		

8TH	NABARD, Commercial Banks, KVIC etc		
9TH	Technology Business Incubators (TBI) and Science and Technology Entrepreneur Parks		
10TH	Technology Business Incubators (TBI) and Science and Technology Entrepreneur Parks		
UNIT-2 1 st Market Survey and Opportunity Identification(Business Planning) Total- 08 1st	Business Planning		
2ND	SSI, Ancillary Units, Tiny Units, Service sector Units		
3 RD	Time schedule Plan, Agencies to be contacted for Project Implementation		
4TH	Assessment of Demand and supply and Potential areas of Growth		
5TH	Identifying Business Opportunity		
6TH	Final Product selection		
7TH	Final Product selection		
8TH	Final Product selection		
Unit-03 1 ST Project report Preparation TOTAL-04	Preliminary project report		
2ND	Detailed project report, Techno economic Feasibility		

3 RD	Project Viability		
4 TH	Project Viability		
Unit-4: Management Principles TOTAL-05 1 ST	Definitions of management		
2 ND	Principles of management		
3 RD	Functions of management (planning, organising, staffing, directing and controlling etc.)		
4 TH	Level of Management in an Organisation		
5 TH	Level of Management in an Organisation		
Unit-5: Functional Areas of Management TOTAL-10 1 ST & 2 ND	Production management Functions, Activities Productivity Quality control Production Planning and control		
3 RD & 4 TH ND	Inventory Management Need for Inventory management Models/Techniques of Inventory management		
5 TH & 6 TH	Financial Management Functions of Financial management Management of Working capital Costing (only concept) Break even Analysis Brief idea about Accounting Terminologies: Book Keeping, Journal entry, Petty Cashbook, P&L Accounts, Balance Sheets(only Concepts)		
7 TH & 8 TH	Marketing Management Concept of Marketing and Marketing Management Marketing Techniques (only concepts) Concept of 4P s (Price, Place, Product, Promotion)		

9&10 TH	Human Resource Management Functions of Personnel Management Manpower Planning, Recruitment, Sources of manpower, Selection process, Method of Testing, Methods of Training & Development, Payment of Wages		
Unit-6 TOTAL-06 Leadership and Motivation 1ST & 2ND	Leadership Definition and Need/Importance Qualities and functions of a leader Manager Vs. Leader Style of Leadership (Autocratic, Democratic, Participative)		
3RD & 4THND	Motivation Definition and characteristics Importance of motivation Factors affecting motivation Theories of motivation (Maslow)		
5TH&6TH	Definition and characteristics Importance of motivation Factors affecting motivation Theories of motivation (Maslow)		
Unit-7 TOTAL-05 Work Culture, TQM & Safety 1ST & 2ND	Human relationship and Performance in Organization		
3RD & 4THND	Relations with Peers, Superiors and Subordinates TQM concepts: Quality Policy, Quality Management, Quality system		
5TH	Accidents and Safety, Cause, preventive measures, General Safety		

	Rules , Personal Protection Equipment(PPE)		
Unit-8 TOTAL-06 1ST & 2ND	Intellectual Property Rights(IPR), Patents, Trademarks, Copyrights		
3RD & 4THND	Features of Factories Act 1948 with Amendment (only salient points)		
5 TH & 6 TH	Features of Payment of Wages Act 1936 (only salient points)		
Unit-9 TOTAL-06 Smart Technology 1ST & 2ND	Concept of IOT, How IOT works		
3RD & 4THND	Components of IOT, Characteristics of IOT, Categories of IOT		
5TH & 6TH	Applications of IOT- Smart Cities, Smart Transportation, Smart Home, Smart Healthcare, Smart Industry, Smart Agriculture, Smart Energy Management etc.		

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