

## Detailed Teaching Plan

Lecture No.	Unit No.	Topic to be covered	Books & Page Nos.	Notes Page Nos.	Slide Nos.	A/V Resource
<b>UNIT - 01</b>						
L-01	01	Concept of Entrepreneur & Intrapreneur				
L-02	01	Benefits of Becoming an Entrepreneur/Intrapreneur				
L-03	01	Definition of Social Entrepreneurship				
L-04	01	Scope of Entrepreneurship in local & Global market				
L-05	01	Planning for establishment of an Enterprise.				
L-06	01	Traits of successful Entrepreneurship/Intrapreneurship				
L-07	01	Passion, Initiative, Independent decision-making team work				
L-08	01	Assertiveness, Persuasion, Persistence, Information seeking commitment, to work contract etc.				
L-09	01	SWOT Analysis, Team Work, Simulation				
L-10	01	Traits of successful Entrepreneurship Calculated risk taking & simulation				
L-11	01	Bossiness Opportunity Guidance				
<b>UNIT - 02</b>						
L-12	02	Concept & Definitions of Motivation. Factors affected the Motivation				
L-13	02	Motivational Cycle & types of Motivation				
L-14	02	Methods or Techniques of Motivation				
L-15	02	Concept if Need for Achievement Motivation				
L-16	02	Objective of Achievement Assessment				
L-17	02	Need for Achievement Assessment through various tools, Ring Toss Game				
L-18	02	Boat Making Exercise, Tot Stories & Who Am I?				

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L-19	02	Interpretation and Action Plan for Self-Development				
L-20	02	Kakinada Experiment Techno-Preneush.				
L-21	02	Importance & Limitations of Achievement Motivation.				
L-22	02	Entrepreneurship Motivation Training Methods & Techniques				
<b>UNIT - 03</b>						
L-23	03	Basic Concepts of Creativity & Innovation				
L-24	03	Creativity, Divergent thinking & Creativity Techniques				
L-25	03	Differentiate Between Creativity & Innovation				
L-26	03	Types of Creativity & Innovation				
L-27	03	Scheme & Incentives for Innovation.				
L-28	03	Using Creativity Techniques for entrepreneurs				
L-29 & L-30	03	Improve a Chosen product usings Brain Storming Technique				
L-31	03	Concept of product Life cycle for conceiving a Project				
L-32	03	Design a Product Development Process using New Product				
L-33	03	Innovative, Solution for Social Problem				
L-34 & 35	03	Checklist of Question & Six Thinking Hats				
L-36 & 37	03	Case Study of Innovative 1 <sup>st</sup> Generation Entrepreneurship				
L-38	03	Other Topic Related to innovation & Creativity				

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<b>UNIT - 04</b>						
L-39	04	Concept of Organization & its Characteristics.				
L-40	04	Different forms of Business Organizations				
L-41	04	Sole Proprietorship, Its Characteristics & advantage-disadvantage				
L-42	04	Partnerships, Its Characteristics & advantage-disadvantage				
L-43	04	Co-Operative Organization & Joint Stock Company Organization				
L-44	04	Differences between Public Limited & Private Limited Company				
L-45	04	Institutional Support for Small Scale Entrepreneurship				
L-46	04	Entrepreneurship Promotion Scheme of Centre & State Govt.				
L-47	04	Marketing Mix Market Survey for Project Identification				
L-48	04	Inventory Control Vendor Development, Material Movement, Store Management				
L-49	04	Man-Power Planning, Hiring Process, Compensation Performance, Appraisal				
<b>UNIT - 05</b>						
L-50	05	Format of Business Plan/Techno Economic Feasibility Report				
L-51	05	Demand & Annual Production target Based on Market Survey				
L-52	05	Outline Production/Service Process				
L-53	05	Land, Building & Machinery Requirement				
L-54	05	Fixed Capital, Working Capital Subsidy & Cost of Project.				
L-55	05	Power Utilities & Raw Material Requirement.				
L-56	05	Means of Finance, Calculation of Interest.				
L-57	05	Profitability Analysis, Break Even Point				

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L-58	05	Startup Process & Angel Investors				
L-59	05	Venture Capitalist & Incubators				
L-60	05	Feasibility Report of MSME				
L-61	05	Calculated & Comment on Break Even Point for Given Project.				

Signature of Lecturer

Signature of HOD