

Panipat Institute of Engineering & Technology
Department of CSE-AI&DS
LESSON PLAN

Subject: Business Intelligence and Entrepreneurship

Subject code: HM-902A

Session: Aug.- Dec 2023-24

Semester: 3rd

S.No	Topic	CO Covered	Assignment No.	Teaching Methodology
1	Entrepreneurship: Concept and Definitions	CO1		Smart board
2	Classification and Types of Entrepreneurs	CO1		Smart board
3	Entrepreneurship and Economic Development	CO1		Smart board
4	Entrepreneurial Competencies	CO1		Smart board
5	Factor Affecting Entrepreneurial Growth – Economic & Non-Economic Factors	CO1		Smart board
6	Entrepreneurial Training, EDP programmes	CO1		Smart board
7	Traits/Qualities of an Entrepreneur.	CO1	1	
8	Intrapreneur, Manager Vs. Entrepreneur	CO1		Presentation
9	Case studies on Entrepreneur	CO1		Case Study
10	Revision			
11	Opportunity / Identification and Product Selection	CO2		Smart board
12	Entrepreneurial Opportunity Search and Identification	CO2		Presentation
13	Criteria to Select a Product	CO2		Smart board
14	Conducting Feasibility Studies, Project Finalization	CO2		Smart board
15	Sources of Information, Conducting Marketing Research	CO2		Presentation
16	Industry Analysis and Competitor Analysis	CO2		Smart board
17	Market segmentation and positioning, Marketing mix and export marketing	CO2		Smart board
18	Revision			Smart board
19	Project Report Preparation; Specimen of Project Report	CO3		Smart board
20	Methods of Project Appraisal	CO3		Whiteboard

21	Project Planning and Scheduling using Networking Techniques of PERT/ CPM	CO3		Whiteboard
22	Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale; Rationale; Objective; Scope	CO3		Smart board
23	Role of SSI in Economic Development of India	CO3	2	Smart board
24	SSI; Registration; NOC from Pollution Board; Machinery and Equipment Selection	CO3		Smart board
25	NOC from Pollution Board; Machinery and Equipment Selection	CO3		Smart board
26	MSME's definition Significance, schemes challenges	CO4		Smart board
27	Test			
28	Role of Support Institutions and Management of Small Business: Director of Industries.	CO4		Smart board
29	Special issues for entrepreneurs	CO1		Smart board
30	Private / Public company formation requisites	CO2		Presentation
31	Intellectual property rights (IPR)	CO2		Smart board
32	Revision			Smart board