

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY  
PANIPAT**

**DEPARTMENT OF CSE (AI-ML)  
LESSON PLAN**

**Subject Name: - Business Intelligence and Entrepreneurship**

**Branch/Semester: -3<sup>rd</sup> Sem**

**Subject Code:- HM 902**

<b>S. No.</b>	<b>Lecture No.</b>	<b>Topics To Be Covered</b>	<b>CO Covered</b>	<b>Assignment No</b>	<b>Teaching Methodology</b>
1	L1	Entrepreneurship: Concept and Definitions	CO1		Lecture
2	L2	Entrepreneurship and Economic Development	CO1		Lecture
3	L3	Classification and Types of Entrepreneurs	CO1		Lecture
4	L4	Entrepreneurial Competencies	CO1		Discussion
5	L5	Factors Affecting Entrepreneurial Growth: Economic Factors	CO1		Case Study
6	L6	Factors Affecting Entrepreneurial Growth: Non-Economic Factors	CO1		Case Study
7	L7	EDP Programmes	CO1		Lecture
8	L8	Entrepreneurial Training	CO1		Lecture
9	L9	Traits/Qualities of Entrepreneurs	CO1		Lecture
10	L10	Manager vs. Entrepreneur	CO1		Role Play
11	L11	Entrepreneurial Challenges	CO1		Case Study
12	L12	Entrepreneurial Opportunity Search and Identification	CO2		Lecture
13	L13	Criteria to Select a Product	CO2		Lecture
14	L14	Conducting Feasibility Studies	CO2		Case Study
15	L15	Sources of Business Ideas	CO2	Assignment 1	Group Discussion

16	L16	Conducting Marketing Research	CO2		Lecture
17	L17	Industry Analysis	CO2		Lecture
18	L18	Competitor Analysis	CO2		Lecture
19	L19	Market Segmentation and Positioning	CO2		Group Discussion
20	L20	Building a Marketing Plan	CO2		Lecture
21	L21	Marketing Mix	CO2		Lecture
22	L22	Launching a New Product	CO2		Lecture
23	L23	Export Marketing	CO3		Case Study
24	L24	Methods of Project Appraisal	CO3		Lecture
25	L25	Project Report Preparation	CO3		Lecture
26	L26	Specimen of Project Report	CO3		Lecture
27	L27	Project Planning and Scheduling using PERT/CPM	CO3		Case Study
28	L28	Small Enterprises: Definition, Scope, Registration	CO4		Lecture
29	L29	MSME Schemes & Challenges	CO4		Lecture
30	L30	Role of Support Institutions: DIC, SIDO, SIDBI, SIDC	CO4		Lecture
31	L31	Venture Capital: Concept and Financing Schemes	CO4		Case Study
32	L32	Legal Issues: Forming Business Entity (Private/Public Limited)	CO4		Lecture
33	L33	Intellectual Property Rights (IPR): Patent, Copyright, Trademarks	CO4		Lecture
34	L34	Case Studies	CO1-CO4	Assignment 2	Case Study