

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY
PANIPAT**

**DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING
LESSON PLAN**

Subject: - Business Intelligence and Entrepreneurship

Branch/Semester: - CSE / 3rd Sem.

Subject Code:- HM-902A

Sr. No.	Lecture No.	Topics To Be Covered
1	L 1	Entrepreneurship: Concept and Definitions
2	L 2	Classification and Types of Entrepreneurs
3	L 3	Classification and Types of Entrepreneurs
4	L 4	Entrepreneurship and Economic Development
5	L 5	Entrepreneurial Competencies
6	L 6	Factor Affecting Entrepreneurial Growth – Economic Factors
7	L 7	Factor Affecting Entrepreneurial Growth – Non-Economic Factors
8	L 8	Entrepreneurial Training
9	L 9	Traits/Qualities of an Entrepreneur.
10	L 10	EDP programmes
11	L 11	Intrapreneur
12	L 12	Manager Vs. Entrepreneur
13	L 13	Case studies on Entrepreneur
14	L 14	Assignment and presentations
15	L 15	Revision
16	L 16	Test
17	L 17	Opportunity / Identification and Product Selection
18	L 18	Entrepreneurial Opportunity Search and Identification
19	L 19	Criteria to Select a Product
20	L 20	Conducting Feasibility Studies
21	L 21	Project Finalization
22	L 22	Sources of Information
23	L 23	Conducting Marketing Research
24	L 24	Industry Analysis and Competitor Analysis
25	L 25	Market segmentation and positioning

26	L 26	Marketing mix and export marketing
27	L 27	Project Report Preparation; Specimen of Project Report
28	L 28	Methods of Project Appraisal
29	L 29	Project Planning and Scheduling using Networking Techniques of PERT / CPM
30	L 30	Project Planning and Scheduling using Networking Techniques of PERT / CPM
31	L 31	Revision
32	L 32	Test
33	L 33	Small Enterprises and Enterprise Launching Formalities : Definition of Small Scale; Rationale; Objective; Scope
34	L 34	Role of SSI in Economic Development of India
35	L 35	SSI; Registration; NOC from Pollution Board; Machinery and Equipment Selection
36	L 36	NOC from Pollution Board; Machinery and Equipment Selection
37	L 37	MSME's definition Significance , schemes challenges
38	L 38	MSME's definition Significance , schemes challenges
39	L 39	Revision
40	L 40	Test
41	L 41	Role of Support Institutions and Management of Small Business : Director of Industries; DIC
42	L 42	SIDO; SIDBI
43	L 43	Small Industries Development Corporation (SIDC); SISI
44	L 44	NSIC; NISBUD; State Financial Corporation SIC
45	L 45	Special issues for entrepreneurs
46	L 46	Private / Public company formation requisites
47	L 47	Intellectual property rights (IPR)
48	L 48	Patent copyright and Trademarks
49	L 49	Revision
50	L 50	Test