

VI Semester

TECHNOLOGICAL INNOVATION MANAGEMENT AND ENTREPRENEURSHIP			
Course Code (HSMC)	21EI61/21BM61/21EC61	CIE Marks	50
Teaching Hours/Week (L:T:P: S)	2:2:0:0	SEE Marks	50
Total Hours of Pedagogy	40	Total Marks	100
Credits	03	Exam Hours	03
Course objectives: This course will enable students to: • Understand basic skills of Management • Understand the need for Entrepreneurs and their skills • Identify the Management functions and Social responsibilities. • Understand the identification of Business, drafting the Business plan and sources of funding.			
Teaching-Learning Process (General Instructions) The sample strategies, which the teacher can use to accelerate the attainment of the various courseoutcomes are listed in the following: • Lecture method (L) does not mean only the traditional lecture method, but a different type ofteaching method may be adopted to develop the outcomes. • Show Video/animation films to explain the functioning of various techniques. • Encourage collaborative (Group) Learning in the class • Ask at least three HOTS (Higher-order Thinking) questions in the class, which promotes critical thinking • Adopt Problem Based Learning (PBL), which fosters students' Analytical skills, develop thinking skills such as the ability to evaluate, generalize, and analyze information rather than simply recall it. • Topics will be introduced in multiple representations. • Show the different ways to solve the same problem and encourage the students to come up withtheir own creative ways to solve them. • Discuss how every concept can be applied to the real world - and when that's possible, it helps to improve the students' understanding.			
Module-1			
Management: Nature and Functions of Management – Importance, Definition, Management Functions, Levels of Management, Roles of Manager, Managerial Skills, Management & Administration, Management as a Science, Art & Profession (Selected topics of Chapter 1, Text 1). Planning: Planning-Nature, Importance, Types, Steps and Limitations of Planning; Decision Making – Meaning, Types and Steps in Decision Making(Text 1).			
Teaching-Learning Process	Chalk and talk method, Power point presentation, Case studies RBT Level:L2,L3		
Module-2			
Organizing and Staffing: Organization -Meaning, Characteristics, Process of Organizing, Principles of Organizing, Span of Management (meaning and importance only), Departmentalization-Process Departmentalization, Purpose Departmentalization ,Committees– Meaning, Types of Committees. Staffing -Need and Importance, Recruitment and Selection Process. Directing and Controlling: Meaning and Requirements of Effective Direction, Giving Orders; Motivation-Nature of Motivation, Motivation Theories (Maslow's Need-Hierarchy Theory and Herzberg's Two Factor Theory); Communication – Meaning, Importance and Purposes of Communication (Text 1).			
Teaching-Learning Process	Chalk and talk method, Power point presentation, Industrial visit RBT Level:L2,L3		
Module-3			

Leadership-Meaning, Characteristics, Behavioral Approach of Leadership; Coordination-Meaning, Types, Techniques of Coordination; Controlling – Meaning, Need for Control System, Benefits of Control, Essentials of Effective Control System, Steps in Control Process (Text 1).
Social Responsibilities of Business: Meaning of Social Responsibility, Social Responsibilities of Business towards Different Groups, Social Audit, Business Ethics and Corporate Governance (Text 1).

Teaching-Learning Process	Chalk and talk method, Power point presentation, Field visit to understand present scenario. RBT Level:L2,L3,L4
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Module-4

Entrepreneurship: Introduction, Evolution of the concept of Entrepreneurship, Entrepreneurship today, Types of Entrepreneurs, Intrapreneurship, Entrepreneurial competencies, Capacity Building for Entrepreneurs.
Identification of Business Opportunities: Introduction, Mobility of Entrepreneurs, Business opportunities in India, Models for Opportunity Evaluation.

Teaching-Learning Process	Chalk and talk method, Power point presentation, Field visit to understand present scenario. RBT Level:L2,L3,L4
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Module-5

Business plans: Introduction, purpose of a Business plan, contents of a Business plan, presenting a Business plan, why do some Business plan fail? Procedure for setting up an Enterprise.
Institutions supporting Business opportunities: Central level institutions- National Board for micro, small & medium Enterprises(NBMSME),MSME-DO, National Small Industries Corporation. State level institutions- state Directorate Industries and commerce, District Industries Centres, state financial Corporations, State Industrial Development Corporation(SIDC),State Industrial Area Development Board (SIADB).
Other Institutions - NABARD, Technical consultancy organisation (TCO), Small Industries Development Bank of India(SIDBI), Export Promotion Councils, Non governmental Organisations.

Teaching-Learning Process	Chalk and talk method, Power point presentation, Case studies RBT Level:L2,L3,L4
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Course outcome (Course Skill Set)

At the end of the course the student will be able to :

1. Understand the fundamental concepts of Management and its functions.
2. Understand the different functions to be performed by managers/Entrepreneur.
3. Understand the social responsibilities of a Business.
4. Understand the Concepts of Entrepreneurship and to identify Business opportunities.
5. Understand the components in developing a business plan and awareness about various sources of funding and Institutions supporting Entrepreneur.

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing mark for the CIE is 40% of the maximum marks (20 marks out of 50). A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each subject/ course if the student secures not less than 35% (18 Marks out of 50) in the semester-end examination(SEE), and a minimum of 40% (40 marks out of 100) in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together

Continuous Internal Evaluation:

Three Unit Tests each of **20 Marks (duration 01 hour)**

1. First test at the end of 5th week of the semester
2. Second test at the end of the 10th week of the semester
3. Third test at the end of the 15th week of the semester

Two assignments each of **10 Marks**

4. First assignment at the end of 4th week of the semester
5. Second assignment at the end of 9th week of the semester

Group discussion/Seminar/quiz any one of three suitably planned to attain the COs and POs for **20 Marks (duration 01 hours)**

6. At the end of the 13th week of the semester

The sum of three tests, two assignments, and quiz/seminar/group discussion will be out of 100 marks and will be **scaled down to 50 marks**

(to have less stressed CIE, the portion of the syllabus should not be common /repeated for any of the methods of the CIE. Each method of CIE should have a different syllabus portion of the course).

CIE methods /question paper is designed to attain the different levels of Bloom's taxonomy as per the outcome defined for the course.

Semester End Examination:

Theory SEE will be conducted by University as per the scheduled timetable, with common question papers for the subject (**duration 03 hours**)

1. The question paper will have ten questions. Each question is set for 20 marks.
2. There will be 2 questions from each module. Each of the two questions under a module (with a maximum of 3 sub-questions), **should have a mix of topics** under that module.
3. The students have to answer 5 full questions, selecting one full question from each module. Marks scored out of 100 shall be reduced proportionally to 50 marks

Suggested Learning Resources:

Text Books:

1. Principles of Management – P.C Tripathi, P.N Reddy, McGraw Hill Education, 6th Edition, 2017. ISBN- 13:978-93-5260-535-4.
2. Entrepreneurship Development Small Business Enterprises- Poornima M Charantimath, 2nd Edition, Pearson Education 2018, ISBN 978-81-317-6226-4.

Reference Book:

1. Essentials of Management: An International, Innovation and Leadership perspective by Harold Koontz, Heinz Wehrich McGraw Hill Education, 10th Edition 2016. ISBN- 978-93-392-2286-4.

Web links and Video Lectures (e-Resources):

- <https://nptel.ac.in/courses/110107094>
- <https://nptel.ac.in/courses/110106141>
- <https://nptel.ac.in/courses/122106031>


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