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| **Sl. No** | **Syllabus** | **Curriculum** | **Deployment Strategy and****Tool** | **Cross-cutting issues****integrated** | **PO, PSO and CO** | **Attainment Verification** |
| 1. | MANAGEMENT AND ENTREPRENEURSHIP FOR IT INDUSTRY | 1. Management is the process of guiding the development, maintenance, and allocation of resources to attain organizational goals. ... By using the four functions, managers work to increase the efficiency and effectiveness of their employees, processes, projects, and organizations as a whole.2.An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures.3. The process of setting and achieving goals through the execution of five basic management functions: planning, organizing, staffing, directing, and controlling; that utilize human, financial, and material resources. ... This definition stresses the activities that are necessary for reaching particular goals | 1. Chalk and

Talk method1. PPT
 | * Business

 Ethics* Human

 values | PO6: Engineer and SocietyPO8:ETHICSPO9:INDIVIDUAL AND TEAM WORKPO10:COMMUNICATION PO12: Life-longLearning. |  |
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|  |  | PSO3: Successful |
|  |  | career and |
|  |  | entrepreneurship |
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|  |  | **CO1:Explain** management, organization, planning, staffing and outline their importance in entrepreneurship.**CO2:Understand** the meaning and nature of directing, communication, co-ordination, controlling.**CO3:Understand** the development of entrepreneurship as a field of study and as a profession.**CO4:Identify** and prepare a project by using resources available through ERP.CO5:Analyse industrial policies set by government on micro and small enterprises using various Case studies. |
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