	TOP TOP TO THE LEGAL	WID FOR IT INDUC	TD4/	
MANAGEMENT AND EN			RY	
	ased Credit System n the academic yea			
(Effective Holi	SEMESTER – V	1 2010 -2017)		
Subject Code	15CS51	IA Marks	20	
Number of Lecture Hours/Week	4	Exam Marks	30	
Total Number of Lecture Hours	50	Exam Hours)3	
	CREDITS – 04			
Course objectives: This course will e	Course objectives: This course will enable students to			
 Explain the principles of management, organization and entrepreneur. 				
 Discuss on planning, staffing, 				
• Infer the importance of intellectual property rights and relate the institutional support				
Module – 1			Teaching	
			Hours	
Introduction - Meaning, nature and characteristics of management, scope and			d 10 Hours	
Functional areas of management, goals of management, levels of management, brief overview of evolution of management theories,. Planning- Nature,			t,	
importance, types of plans, steps in	nlanagement theori	es,. Planning- Natur	,	
types of Organization, Staffing- mean	ing process of recri	itment and selection	,	
Module – 2	mg, process of reer	attricit and selection		
Directing and controlling- meaning	and nature of directi	ng leadership styles	10 Hours	
motivation Theories, Communication-			10 110413	
meaning and importance, Controlling-	meaning, steps in o	controlling, methods of		
establishing control.				
Module – 3				
Entrepreneur - meaning of entre	preneur, characteri	stics of entrepreneurs	, 10 Hours	
classification and types of entrepre	eneurs, various sta	ages in entrepreneuria		
process, role of entrepreneurs in ec		O	ıl	
	onomic developme	ent, entrepreneurship i	n	
India and barriers to entrepreneurshi	p. Identification of	ent, entrepreneurship i business opportunities	n s,	
market feasibility study, technical feas	p. Identification of	ent, entrepreneurship i business opportunities	n s,	
market feasibility study, technical feasibility study.	p. Identification of	ent, entrepreneurship i business opportunities	n s,	
market feasibility study, technical feasibility study. Module – 4	p. Identification of sibility study, finance	ent, entrepreneurship i business opportunities cial feasibility study an	n s, d	
market feasibility study, technical feasibility study. Module – 4 Preparation of project and ERP -	p. Identification of sibility study, finance	ent, entrepreneurship is business opportunities cial feasibility study and t, project identification	n s, d lo Hours	
market feasibility study, technical feasibility study. Module – 4 Preparation of project and ERP - project selection, project report, need a	p. Identification of sibility study, finance meaning of project and significance of project of proj	ent, entrepreneurship is business opportunities cial feasibility study and t, project identification project report, contents	n s, d lo Hours	
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market feasibility study, technical feasibility study. Module – 4 Preparation of project and ERP - project selection, project report, need a formulation, guidelines by planning Resource Planning: Meaning and I	meaning of project and significance of prompts of project mportance- ERP	the project identification project report, contents because of the project identification project report, contents because of the project report, and Functional areas of the project reason of the project report, and Functional areas of the project report, and the project report re	n, 10 Hours	
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their importance in entrepreneurship

Utilize the resources available effectively through ERP

Make use of IPRs and institutional support in entrepreneurship

Question paper pattern:

The question paper will have TEN questions.

There will be TWO questions from each module.

Each question will have questions covering all the topics under a module.

The students will have to answer FIVE full questions, selecting ONE full question from each module.

Text Books:

- Principles of Management -P. C. Tripathi, P. N. Reddy; Tata McGraw Hill, 4th / 6th Edition, 2010.
- 2. Dynamics of Entrepreneurial Development & Management -Vasant Desai Himalaya Publishing House.
- 3. Entrepreneurship Development -Small Business Enterprises -Poornima M Charantimath Pearson Education 2006.
- 4. Management and Entrepreneurship Kanishka Bedi- Oxford University Press-2017

Reference Books:

- Management Fundamentals -Concepts, Application, Skill Development Robert Lusier

 Thomson.
- 2. Entrepreneurship Development -S S Khanka -S Chand & Co.
- 3. Management Stephen Robbins Pearson Education / PHI 17th Edition, 2003

Dept. Of Computer Science & Engineering Alva's Institute of Engg. & Technology Mijar, MOODBIDRI - 574 225