

V SEMESTER

MANAGEMENT & ENTREPRENEURSHIP

Subject Code	: 10AL51	IA Marks	: 25
No. of Lecture Hrs/Week	: 04	Exam Hours	: 03
Total no. of Lecture Hrs.	: 52	Exam Marks	: 100

MANAGEMENT

UNIT - 1

MANAGEMENT: Introduction - Meaning - nature and characteristics of Management, Scope and functional areas of Management - Management as a Science, Art or Profession Management & Administration - Roles of Management, Levels of Management, Development of Management Thought-Early Management Approaches-Modern Management Approaches.

UNIT - 2

PLANNING: Nature, importance and purpose of planning process - Objectives - Types of plans (Meaning only) - Decision making - Importance of planning - steps in planning & planning premises - Hierarchy of plans.

UNIT - 3

ORGANISING AND STAFFING: Nature and purpose of organization - Principles of organization - Types of organization - Departmentation - Committees - Centralisation Vs Decentralisation of authority and responsibility - Span of control - MBO and MBE (Meaning only) Nature and importance of Staffing - Process of Selection & Recruitment (in brief).

UNIT - 4

DIRECTING & CONTROLLING: Meaning and nature of directing - Leadership styles, Motivation Theories, Communication - Meaning and importance - Coordination, meaning and importance and Techniques of Co-ordination. Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control.

ENTREPRENEURSHIP

UNIT - 5

ENTREPRENEUR: Meaning of Entrepreneur; Evolution of the Concept, Functions of an Entrepreneur, Types of Entrepreneur, Intrapreneur - an emerging Class. Concept of Entrepreneurship - Evolution of

Entrepreneurship, Development of Entrepreneurship; Stages in entrepreneurial process; Role of entrepreneurs in Economic Development; Entrepreneurship in India; Entrepreneurship – its Barriers.

UNIT - 6

SMALL SCALE INDUSTRY: Definition; Characteristics; Need and rationale; Objectives; Scope; role of SSI in Economic Development. Advantages of SSI Steps to start an SSI - Government policy towards SSI; Different Policies of S.S.I.; Government Support for S.S.I. during 5 year plans, Impact of Liberalization, Privatization, Globalization on S.S.I., Effect of WTO/GATT Supporting Agencies of Government for S.S.I Meaning; Nature of Support; Objectives; Functions; Types of Help; Ancillary Industry and Tiny Industry (Definition only).

UNIT - 7

INSTITUTIONAL SUPPORT: Different Schemes; TECKSOK; KIADB; KSSIDC; KSIMC; DIC Single Window Agency: SISI; NSIC; SIDBI; KSFC.

UNIT - 8

PREPARATION OF PROJECT: Meaning of Project; Project Identification; Project Selection; Project Report; Need and Significance of Report; Contents; formulation; Guidelines by Planning Commission for Project report; Network Analysis; Errors of Project Report; Project Appraisal. Identification of Business Opportunities - Market Feasibility Study; Technical Feasibility Study; Financial Feasibility Study & Social Feasibility Study.

TEXT BOOKS:

1. **Principles of Management** - P. C. Tripathi, P. N. Reddy; Tata McGraw Hill, 4th 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.

REFERENCE BOOKS:

1. **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.