

B.E E&C FIFTH SEMESTER SYLLABUS

MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

B.E., V Semester, EC/TC/EI/BM/ML

[As per Choice Based Credit System (CBCS) scheme]

Subject Code	15ES51	IA Marks	20
Number of Lecture Hours/Week	04	Exam Marks	80
Total Number of Lecture Hours	50 (10 Hours / Module)	Exam Hours	03

CREDITS – 04

Course Objectives: This course will enable students to:

- Understand basic skills of Management
- Understand the need for Entrepreneurs and their skills
- Understand Project identification and Selection
- Identify the Management functions and Social responsibilities
- Distinguish between management and administration

Module-1	RBT Level
<p>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).</p> <p>Planning: Planning-Nature, Importance, Types, Steps and Limitations of Planning; Decision Making – Meaning, Types and Steps in Decision Making(Selected topics from Chapters 4 & 5, Text 1).</p>	L1, L2
Module-2	
<p>Organizing and Staffing: Organization-Meaning, Characteristics, Process of Organizing, Principles of Organizing, Span of Management (meaning and importance only), Departmentalisation, Committees-Meaning, Types of Committees; Centralization Vs Decentralization of Authority and Responsibility; Staffing-Need and Importance, Recruitment and Selection Process (Selected topics from Chapters 7, 8 & 11,Text 1).</p> <p>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; Leadership-Meaning, Characteristics, Behavioural 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 (Selected topics from Chapters 15 to 18 and 9, Text 1).</p>	L1, L2
Module-3	
<p>Social Responsibilities of Business: Meaning of Social Responsibility, Social Responsibilities of Business towards Different Groups, Social Audit, Business Ethics and Corporate Governance (Selected topics from Chapter 3, Text 1).</p>	L1, L2

<p>Entrepreneurship: Definition of Entrepreneur, Importance of Entrepreneurship, concepts of Entrepreneurship, Characteristics of successful Entrepreneur, Classification of Entrepreneurs, Myths of Entrepreneurship, Entrepreneurial Development models, Entrepreneurial development cycle, Problems faced by Entrepreneurs and capacity building for Entrepreneurship (Selected topics from Chapter 2, Text 2).</p>	
Module-4	
<p>Modern Small Business Enterprises: Role of Small Scale Industries, Impact of Globalization and WTO on SSIs, Concepts and definitions of SSI Enterprises, Government policy and development of the Small Scale sector in India, Growth and Performance of Small Scale Industries in India, Sickness in SSI sector, Problems for Small Scale Industries, Ancillary Industry and Tiny Industry (Definition only)(Selected topics from Chapter1, Text 2).</p> <p>Institutional Support for Business Enterprises: Introduction, Policies & Schemes of Central Level Institutions, State Level Institutions (Selected topics from Chapter 4, Text 2).</p>	L1, L2
Module-5	
<p>Projects Management: AProject. Search for a Business idea: Introduction, Choosing an Idea, Selection of product, The Adoption process, Product Innovation, Product Planning and Development Strategy, Product Planning and Development Process. Concepts of Projects and Classification: Introduction, Meaning of Projects, Characteristics of a Project, Project Levels, Project Classification, Aspects of a Project, The project Cycle, Features and Phases of Project management, Project Management Processes. Project Identification: Feasibility Report, Project Feasibility Analysis. Project Formulation: Meaning, Steps in Project formulation, Sequential Stages of Project Formulation, Project Evaluation.</p> <p>Project Design and Network Analysis: Introduction, Importance of Network Analysis, Origin of PERT and CPM, Network, Network Techniques, Need for Network Techniques, Steps in PERT, CPM, Advantages, Limitations and Differences.</p> <p>(Selected topics from Chapters 16 to 20 of Unit 3, Text 3).</p>	L1, L2, L3
<p>Course Outcomes: After studying this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the fundamental concepts of Management and Entrepreneurship • Select a best Entrepreneurship model for the required domain of establishment • Describe the functions of Managers, Entrepreneurs and their social responsibilities • Compare various types of Entrepreneurs • Analyze the Institutional support by various state and central government agencies 	
<p>Question paper pattern</p> <ul style="list-style-type: none"> • The question paper will have TEN questions. • Each full question carries 16 marks. • There will be two full questions (with a maximum of Three sub questions) from each module. • Each full question will have sub questions covering all topics under a module. • The students will have to answer 5 full questions, selecting one full question from each module. 	

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, Pearson Education 2008, ISBN 978-81-7758-260-4.
3. Dynamics of Entrepreneurial Development and Management by Vasant Desai. HPH 2007, ISBN: 978-81-8488-801-2.

Reference Book:

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



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