

Syllabus

VI SEMESTER

MANAGEMENT & ENTREPRENEURSHIP

Subject Code : **10AL61**

No. of Lecture Hrs/Week : 04

Total no. of Lecture Hrs. : 52

IA Marks : 25

Exam Hours : 03

Exam Marks : 100

MANAGEMENT (PART – A)

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.

7 Hours

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.

6 Hours

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).

7 Hours

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.

6 Hours

ENTREPRENEURSHIP (PART – B)

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.

6 Hours

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).

7 Hours

UNIT - 7

INSTITUTIONAL SUPPORT: Different Schemes; TECKSOK; KIADB; KSSIDC; KSIMC; DIC Single Window Agency; SISI; NSIC; SIDBI; KSFC. **6 Hours**

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. **7 Hours**

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.

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