

<b>MANAGEMENT AND ENTREPRENEURSHIP FOR IT INDUSTRY</b> <b>[As per Choice Based Credit System (CBCS) scheme]</b> <b>(Effective from the academic year 2016 -2017)</b> <b>SEMESTER – V</b>			
Subject Code	15CS51	IA Marks	20
Number of Lecture Hours/Week	4	Exam Marks	80
Total Number of Lecture Hours	50	Exam Hours	03
<b>CREDITS – 04</b>			
<b>Course objectives:</b> This course will enable students to			
<ul style="list-style-type: none"> <li>• Explain the principles of management, organization and entrepreneur.</li> <li>• Discuss on planning, staffing, ERP and their importance</li> <li>• Infer the importance of intellectual property rights and relate the institutional support</li> </ul>			
<b>Module – 1</b>			<b>Teaching Hours</b>
<b>Introduction</b> – Meaning, nature and characteristics of management, scope and functional areas of management, goals of management, levels of management, brief overview of evolution of management. Planning- Nature, importance, types of plans, steps in planning, Organizing- nature and purpose, types of organization.			<b>10 Hours</b>
<b>Module – 2</b>			
<b>Staffing-</b> meaning, process of recruitment and selection. Directing and controlling- meaning and nature of directing, leadership styles, motivation theories. Controlling- meaning, steps in controlling, methods of establishing control, Communication- Meaning and importance, Coordination- meaning and importance			<b>10 Hours</b>
<b>Module – 3</b>			
<b>Entrepreneur</b> – meaning of entrepreneur, types of entrepreneurship, stages of entrepreneurial process, role of entrepreneurs in economic development, entrepreneurship in India, barriers to entrepreneurship. Identification of business opportunities- market feasibility study, technical feasibility study, financial feasibility study and social feasibility study.			<b>10 Hours</b>
<b>Module – 4</b>			
<b>Preparation of project and ERP</b> - meaning of project, project identification, project selection, project report, need and significance of report, contents, formulation, guidelines by planning commission for project report <b>Enterprise Resource Planning: Meaning and Importance-</b> ERP and Functional areas of Management – Marketing / Sales- Supply Chain Management – Finance and Accounting – Human Resources – Types of reports and methods of report generation			<b>10 Hours</b>
<b>Module – 5</b>			
<b>Micro and Small Enterprises:</b> Definition of micro and small enterprises, characteristics and advantages of micro and small enterprises, steps in establishing micro and small enterprises, Government of India industrial policy 2007 on micro and small enterprises, case study (Microsoft), Case study (Captain G R Gopinath), case study (N R Narayana Murthy & Infosys), <b>Institutional support:</b> MSME-DI, NSIC, SIDBI, KIADB, KSSIDC, TECSOK, KSFC, DIC and District level single window agency, <b>Introduction to IPR.</b>			<b>10 Hours</b>
<b>Course outcomes:</b> The students should be able to:			
<ul style="list-style-type: none"> <li>• Define management, organization, entrepreneur, planning, staffing, ERP and outline</li> </ul>			

their importance in entrepreneurship
<ul style="list-style-type: none"><li>• Utilize the resources available effectively through ERP</li><li>• Make us of IPRs and institutional support in entrepreneurship</li></ul>
<b>Question paper pattern:</b> 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.
<b>Text Books:</b> <ol style="list-style-type: none"><li>1. Principles of Management -P. C. Tripathi, P. N. Reddy; Tata McGraw Hill, 4th / 6<sup>th</sup> Edition, 2010.</li><li>2. Dynamics of Entrepreneurial Development &amp; Management -Vasant Desai Himalaya Publishing House.</li><li>3. Entrepreneurship Development -Small Business Enterprises -Poornima M Charantimath Pearson Education – 2006.</li><li>4. Management and Entrepreneurship- Kanishka Bedi- Oxford University Press-2017</li></ol>
<b>Reference Books:</b> <ol style="list-style-type: none"><li>1. Management Fundamentals -Concepts, Application, Skill Development Robert Lusier – Thomson.</li><li>2. Entrepreneurship Development -S S Khanka -S Chand &amp; Co.</li><li>3. Management -Stephen Robbins -Pearson Education /PHI -17th Edition, 2003</li></ol>

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