

V SEMESTER

MANAGEMENT AND ENTREPRENEURSHIP

Subject Code	: 10AL51	IA Marks	: 25
Hours/Week	: 04	Exam Hours	: 03
Total Hours	: 52	Exam Marks	: 100

PART – A

MANAGEMENT

UNIT - 1

Management: Introduction - Meaning - nature and characteristics of Management, Scope and Functional areas of management - Management as a science, art of 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

Organizing And Staffing: Nature and purpose of organization Principles of organization - Types of organization - Departmentation Committees- Centralization Vs Decentralization of authority. and responsibility - Span of control - MBO and MBE (Meaning Only) Nature and importance of staffing- -:Process of Selection & Recruitment (in brief).

6 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 (in brief):

7 Hours

PART-B

ENTREPRENEURSHIP

UNIT - 5

Entrepreneur: Meaning of Entrepreneur; Evolution of the Concept; Functions of an Entrepreneur, Types of Entrepreneur, Entrepreneur - 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 Industries: Definition; Characteristics; Need and rationale; Objectives; Scope; role of SSI in Economic Development. Advantages of SSI Steps to start and SSI - Government policy towards SSI; Different Policies of SSI; Government Support for SSI during 5 year plans. Impact of Liberalization, Privatization, Globalization on SSI Effect of WTO/GATT Supporting Agencies of Government for SSI, 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,
- 2 **Dynamics of Entrepreneurial Development & Management** Vasant Desai - Himalaya Publishing House
- 3 **Entrepreneurship Development** – Poornima. M. Charantimath Small Business Enterprises - Pearson Education - 2006 (2 & 4).

REFERENCE BOOKS:

- 1 **Management Fundamentals** - Concepts, Application, Skill Development - Robers Lusier - Thomson
- 2 **Entrepreneurship Development** - S.S.Khanka - S.Chand & Co.
- 3 **Management** - Stephen Robbins - Pearson Education/PHI - 17th Edition, 2003.

DESIGN OF MACHINE ELEMENTS-I

Subject Code	: 10ME52	IA Marks	: 25
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PART – A

UNIT- 1

Introduction: Definitions: normal, shear, biaxial and tri axial stresses, Stress tensor, Principal Stresses. Engineering Materials and their mechanical properties, Stress-Strain diagrams, Stress Analysis, Design considerations: Codes and Standards.

05 Hours