

MANAGEMENT AND ENTREPRENEURSHIP

Sub Code	: 10AL 51	IA Marks	: 25
Hrs/week	: 04	Exam Hours	: 03
Total Lecture Hrs	: 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

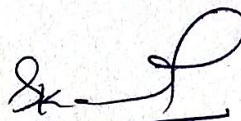
PART-B ENTREPRENEURSHIP

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



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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/GA TT 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.

7 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.

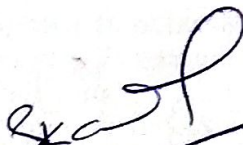
7 Hours

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.


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