

MANAGEMENT AND ENTREPRENEURSHIP

Subject Code: 10AL61
Hours/Week : 04
Total Hours : 52

I.A. Marks: 25
Exam Hours: 03
Exam Marks: 100

PART - A

UNIT - 1 **7 Hours**

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.

UNIT – 2 **6 Hours**

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.

UNIT – 3 **6 Hours**

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).

UNIT – 4 **7 Hours**

DIRECTING & CONTROLLING: Meaning and nature of directing Leadership styles, Motivation Theories, Communication - Meaning and importance - Coordination, meaning and importance and Techniques of Coordination. Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control (in brief)

PART - B

UNIT – 5 **6 Hours**

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.

UNIT – 6**7 Hours**

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).

UNIT – 7**7 Hours**

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

UNIT – 8**6 Hours**

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.

TEXT BOOKS:**Text Books:**

1. Principles of Management – P. C. Tripathi, P.N. Reddy – Tata McGraw Hill, 2007.
2. Dynamics of Entrepreneurial Development & Management – Vasant Desai:, Himalaya Publishing House, 2007.
3. Entrepreneurship Development – Poornima M Charantimath –Small Business enterprises, Pearson Education, 2006.

Reference Books:

1. Management Fundamentals Concepts, Application, Skill Development - Robert Lusier -, Thompson, 2007.
2. Entrepreneurship Development - S S Khanka, S Chand & Co, 2007. Management - Stephen Robbins, 17th Edition, Pearson Education / PHI, 2003.
3. Web Sites for the Institutions listed in the Unit 7 on Institutional Support.