

# MANAGEMENT AND ENTREPRENEURSHIP

Written by Administrator  
Sunday, 08 November 2009 07:27 -

---

**Subject Code**

:

**06AL61**

**IA Marks**

:

**25**

**No. of Lecture Hrs./Week**

:

**04**

# MANAGEMENT AND ENTREPRENEURSHIP

Written by Administrator  
Sunday, 08 November 2009 07:27 -

---

Exam Hours

:

03

Total No. of 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 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

**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, 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.5.1., Effect of WTO/GATT Supporting Agencies of Government for S.5.1., Meaning; Nature of Support; Objectives; Functions; Types of Help; Ancillary Industry and Tiny Industry (Definition only).

**6 Hours**



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.
  
3. **Management** – Stephen Robbins:, 17<sup>th</sup> Edition, Pearson Education / PHI, 2003.
  
4. Web Sites for the Institutions listed in the Unit 7 on Institutional Support.