Written by Administrator Sunday, 08 November 2009 11:06 -

Subject Code

:	06 AL 61	

IA Marks

: 25

No. of Lecture Hours/Week

: 04

Exam Hours

: 03

Total No. of Lecture Hours

: 52

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Exam Marks

: 100

PART - A

Management

UNIT - 1

MANAGEMENT: Introduction - Meaning - nature and characteristics of Management, Scopeand functional areas of management - Management as a science, art or profession-Management& Administration - Roles of Management, Levels ofManagement, Development of Management Thought - early management approaches - Modern
management approaches.

7 Hours

UNIT - 2

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Planning: Nature, importance and purpose of planning process - Objectives - Types of plans (Meaning only) - Decision making - Importance of planning - steps in planning & plan ning 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 & Re cruitment (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.

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Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control (in brief)

00000007 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 for Entrepreurship.

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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.!., Meaning; Nature of Support; Objectives; Functions; Types of Help; Ancillary Industry and Tiny Industry (Definition only).

UNIT - 7

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

6 Hours

Unit - 8000

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.

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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, 2007.

2. **Dynamics of Entrepreneurial Development & Management**- Vasant Desai- Himalaya Publishing House, 2007.

3. **Entrepreneurship Development-Small Business Enterprises**- Poornima M Charantimath, Pearson Education, 2006.

Reference Books:

1. **Management Fundamentals** - **Concepts, Application, Skill Development** - Robert Lusier, Thomson, 2007.

2. Entrepreneurship Development - S S Khanka, S Chand & Co, 2007.

3. **Management** - Stephen Robbins 17th Edition, Pearson Education / PHI, 2003.

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4. Web Sites for the Institutions listed in the Unit 7 on Institutional Support.