

# MANAGEMENT AND ENTREPRENEURSHIP

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

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Subject Code

: 06 AL 61

IA Marks

: 25

No. of Lecture Hours/Week

: 04

Exam Hours

: 03

Total No. of Lecture 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 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.





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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 17<sup>th</sup> Edition, Pearson Education / PHI, 2003.

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