

# MANAGEMENT AND ENTREPRENEURSHIP

Written by Administrator  
Sunday, 01 November 2009 10:41 -

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**Subject Code**

:

**06AL51**

**IA Marks**

:

25

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

:

04

**Exam Hours**

:

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03

Total No. of Lecture Hrs.

:

52

Exam Marks

:

100

**PART - A**

**MANAGEMENT**

**UNIT - 1**

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**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, 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 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/GATT 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 – 17<sup>th</sup> Edition, 2003.