



Course Title : Management and Entrepreneurship			
Course Code : P18CS51	Semester : 5	L :T:P : 4:0:0	Credits: 4
Contact Period: Lecture: 52 Hrs, Exam: 3 Hrs		Weightage: CIE:50%, SEE:50%	

### Course Content

#### Unit-1

**Management :** Importance of management, definition, management functions, roles of a manager, levels of management, managerial skills, management and administration, management –a science or art, management – a profession, professional management v/s family management. Development of management thought. Early classical approaches, Neo classical approaches

Self Study Component : Modern approaches.

10 Hours

#### Unit-2

**Planning :** Nature, Importance of planning, forms, types of plans, steps in planning, limitations of planning, making planning effective, planning skills, strategic planning in Indian industry. **Organization:** Meaning, process of organizing, span of management principles of organizing, Departmentation, Organization structure, committees.

Self Study Component : Teams.

10 Hours

#### Unit-3

**Direction and supervision:** Requirements of effective direction, giving orders, motivation, job satisfaction, morale, organizational commitment, first level supervision or front line supervision. **Controlling:** Meaning and steps in controlling, Essential of a sound control system.

Self Study Component : Methods of establishing control.

10 Hours

#### Unit-4

**Entrepreneurship:** Meaning of Entrepreneur; Evolution of the Concept, Functions of an Entrepreneur, Types of Entrepreneur, Entrepreneur – an emerging Class. Concept of Entrepreneurship – Evolution of Entrepreneurship, Development of Entrepreneurship, Stages in entrepreneurial process; Role of entrepreneurs in Economic Development.

Self Study Component : Entrepreneurship in India; Entrepreneurship – its Barriers.

11 Hours

#### Unit-5

**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.

Self Study Component : Ancillary Industry and Tiny Industry.

11 Hours



**Text Books:**

1. **Principles of Management**, P C Tripathi, P N Reddy, 5<sup>th</sup> edition, TataMcGraw Hill, 2012
2. **Management and Entrepreneurship**, N V R Naidu, T Krishna Rao 4<sup>th</sup> reprint 2010.

**Reference Book:**

1. **Dynamics of Entrepreneurial Development & Management**, Vasant Desai, Himalaya publishing house, 2009

**Course Outcomes :** Upon completion of this course, students will be able to

1. Describe the basic principles and concepts of management.
2. Distinguish different plans and List steps in Planning .
3. Interpret the concept of directing and controlling .
4. Demonstrate the meaning, functions, types and role of Entrepreneur and describe various industrial supports.
5. Explain in detail about small scale industries and prepare the project report

**CO-PO Mapping**

CO	Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 01	PS 02
CO1	Describe the basic principles and concepts of management	1							1						1
CO2	Distinguish different plans and List steps in Planning	1					1			1	1	1	1		1
CO3	Interpret the concept of directing and controlling	2	1						1	1	1	1	1		1
CO4	Demonstrate the meaning, functions, types and role of Entrepreneur and describe various industrial supports	2					1			1	1	1	1		1
CO5	Explain in detail about small scale industries and prepare the project report	2	1	1			1	1	1		1	1	1		1