

GOKARAJU RANGARAJU INSTITUTE OF ENGINEERING AND TECHNOLOGY
FUNDAMENTALS OF MANAGEMENT AND ENTREPRENEURSHIP

Course Code: GR20A3140

L/T/P/C:3/0/0/3

IV Year II Semester

Course Objectives:

1. To provide engineering and science students with an accelerated introduction to the basics of management.
2. The course provides a framework that will enhance a person's effectiveness in the business world and make familiarize management language.
3. To understand the management concepts and applications of concepts in practical aspects of business and development of managerial skills.
4. To provide the student with a clear understanding of Entrepreneurship.
5. To give hands on experience on how to generate ideas, evaluate business model.

Course Outcome:

1. The students understand the significance of Management in their Profession.
2. The various Management Functions like Planning, Organizing, Staffing, Leading, Motivation and Control aspects are learnt in this course.
3. The students can explore the Management Practices in their domain area and understand, adopt motivational theories and leadership styles and apply controlling techniques at right time for better decision making.
4. The student will be exposed to the basic concepts of entrepreneurship and its development process.
5. The student will be able to evaluate business ideas and attain hands on experience in designing value proposition and he will acquire the ability of developing a business plan / model.

UNIT I

Introduction to Management: Definition, Nature and Scope, Functions, Managerial Roles, Levels of Management, Managerial Skills; **Evolution of Management Thought-** Classical Approach- Scientific and Administrative Management; The Behavioural approach; The Systems Approach; Contingency Approach.

UNIT II

Planning and Organizing: Planning – Planning Process, Types of Plans, Decision making and Steps in Decision Making; Principles of Organization: Span of control, organizational Design& Organizational Structures; Departmentalization, Delegation; Centralization, Decentralization.

UNIT III

Leading, Motivation and Controlling: Leadership, Power and Authority, Leadership Styles; Behavioral Leadership, Situational Leadership, Leadership Skills. Motivation – Types; Motivational Theories – Needs Hierarchy Theory, Two Factor Theory, Theory X and Theory Y. - **controlling** – basic control process – control techniques.

UNIT IV

Nature of Entrepreneurship: Characteristics and skills of an entrepreneur, Entrepreneur scenario in India and abroad. Types of entrepreneur, types of ownership, Small business in Indian economy. Risk Reduction strategies. Strategies for growth. Financial aspects: sources of rising capital, schemes of Department of Industries (DIC), KVIC, SIDBI, NABARD, NSIC, IFCI and IDBI.

UNIT V

Creating and Starting the venture: Creativity and the business idea (Self-discovery, Opportunity discovery); Developing the business plan (Business model – Lean canvas by Alexander Osterwalder); Marketing plan (Customer & Solution- Value proposition, Marketing & Sales); Financial plan (Validation, money), Human Resource Plan (Team).

TEXT BOOKS:

1. Management Fundamentals, Robert N Lussier, 5e, Cengage Learning, 2013.
2. Fundamentals of Management, Stephen P. Robbins, Pearson Education, 2009.
3. Principles and Practice of Management, L. M. Prasad, Sultan Chand & Sons, 2012
4. Entrepreneurship- Robert D Hisrich, Michael P Peters, Dean A Shepherd, TMH.2009

REFERENCES:

1. Essentials of Management, Koontz Kleihrich, Tata Mc – Graw Hill.
2. Management Essentials, Andrew DuBrin, 9e, Cengage Learning, 2012.
3. Entrepreneurship- Rajeev Roy, Oxford, 2011
4. Intellectual Property- Deborah E.Bouchoux, Cengage, 2012