

## 5.1 BASICS OF MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

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### **RATIONALE**

*In present scenario, there is an urgent need to develop right kind of attitude, knowledge and skills amongst the Diploma Engineers leading them to achieve gainful wage/ self-employment. There is a huge gap in perceptions of employers and employees regarding meeting the job requirements. Also the dual challenges of competing in global working environment and keeping pace with the rapid technological advancements call for re-design of curricula and thus enabling the importance of generic and managerial skills. Entrepreneurship development aim at developing conceptual understanding for setting up owns' business/enterprise to cope up with the problem of unemployment and also to promote the socio- economic development of our country. Both the subject areas, "Basics of Management and entrepreneurship development" are supplementary to each other. Knowledge and skills of these must be imparted to diploma engineering students for enhancing their employability and confidence in their personal and professional life.*

### **DETAILED CONTENTS**

#### **Unit-1 : Introduction to Management.....07 Hrs 10 Marks**

- 1.1 Definitions and concept of Management
- 1.2 Functions of management- planning, organizing, staffing, coordinating and controlling
- 1.3 Various areas of management
- 1.4 Structure of an Organization

#### **Unit-2 : Self-Management and Development.....10 Hrs 15 Marks**

- 2.1 Life Long Learning Skills, Concept of Personality Development, Ethics and Moral values
- 2.2 Concept of Physical Development; Significance of health, hygiene, body gestures
- 2.3 Time Management Concept and its importance
- 2.4 Intellectual Development: Reading skills, speaking, listening skills, writing skills (Note taking, rough draft, revision, editing and final drafting), Concept of Critical Thinking and Problem Solving (approaches, steps and cases).
- 2.5 Psychological Management: stress, emotions, anxiety and techniques to manage these.
- 2.6 ICT & Presentation skills; use of IT tools for good and impressive presentations.

#### **Unit-3 : Team Management .....10 Hrs 15 Marks**

- 3.1 Concept of Team Dynamics. Team related skills, managing cultural, social and ethnic diversity in a team.
- 3.2 Effective group communication and conversations.
- 3.3 Team building and its various stages like forming, storming, norming, performing and adjourning
- 3.4 Leadership, Qualities of a good leader
- 3.5 Motivation, Need of Motivation, Maslow's theory of Motivation

#### **Unit-4 : Project Management.....05 Hrs 10 Marks**

- 4.1 Stages of Project Management; initiation, planning, execution, closing and review (through case studies), SWOT analysis concept.

**Unit-5 : Introduction to Entrepreneurship .....10 Hrs 15 Marks**

- 5.1 Entrepreneurship, Need of entrepreneurship, and its concept, Qualities of a good entrepreneur
- 5.2 Business ownerships and its features; sole proprietorship, partnership, joint stock companies, cooperative, private limited, public limited, PPP mode.
- 5.3 Types of industries: micro, small, medium and large.

**Unit-6 : Entrepreneurial Support System (Brief Introduction).....07 Hrs 10 Marks**

- 6.1 District Industry Centers (DICs), State Financial Corporations (SFCs), NABARD
- 6.2 MSME (Micro, Small, Medium Enterprises) – its objectives & list of schemes

**Unit-7 Market Study and Opportunity Identification .....07 Hrs 10 Marks**

- 7.1 Types of market study: primary and secondary, product or service identification, assessment of demand and supply, types of survey and their important features

**Unit-8 : Project Report Preparation .....08 Hrs 15 Marks**

- 8.1 Preliminary Report, Techno-Economic Feasibility Report, Detailed Project Report (DPR).

**LIST OF TUTORIAL EXERCISES**

- 1. Understanding Self-Management and Development (Related to Chapter 02); through examples, cases, exercises, panel discussions, seminars, meditation and yoga techniques.
- 2. SWOT Analysis
- 3. Team Management (Related to chapter 03); through examples, cases, role plays, group discussions and panel discussions.
- 4. Market Study and Opportunity Identification (Related to Chapter 07); through literature reviewing, making questionnaires, conducting mock interviews and analyzing data for product/service identification and demand assessment.
- 5. Project Management and Project Report Preparation through exercises on making project reports on micro and small enterprises. Case studies and SWOT analysis of projects can be taken.

**RECOMMENDED BOOKS**

- 1. Generic Skill Development Manual, MSBTE, Mumbai
- 2. Lifelong Learning, Policy Brief([www.oecd.org](http://www.oecd.org))
- 3. Towards Knowledge Society, UNESCO Publication, Paris
- 4. Entrepreneurship Development by CB Gupta and P Srinivasan: Sultan Chand and sons: New Delhi
- 5. Essentials of Management by H Koontz, C O' Daniel , McGraw Hill
- 6. Principles and Practice of Management by Shyamal Bannerjee: Oxford and IBM Publishing Co, New Delhi
- 7. Management by James AF Stoner, R Edward Freeman and Daniel R Gilbert Jr., Prentice Hall of India Pvt. Ltd, New Delhi
- 8. Entrepreneurship Development by S. L. Gupta and Arun Mittal: IBH Publication
- 9. A Handbook of Entrepreneurship, Edited by B S Rathore and Dr. J S Saini
- 10. Entrepreneurship Development and Small Business Enterprises by Poornima M: Pearson Education India
- 11. Handbook of Small Scale Industry by P M Bhandari