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Management and Entrepreneurship for IT Industry syllabus for CS 5 Sem 2017 scheme | VTU CBCS 17CS51 Syllabus

Module-1	Introduction	10 hours

Introduction - Meaning, nature and characteristics of management, scope and Functional areas of management, goals of management, levels of management, brief overview of evolution of management theories,. Planning- Nature, importance, types of plans, steps in planning, Organizing- nature and purpose, types of Organization, Staffing- meaning, process of recruitment and selection

Module-2	Directing and controlling	10 hours

Directing and controlling- meaning and nature of directing, leadership styles, motivation Theories, Communication- Meaning and importance, Coordinationmeaning and importance, Controlling- meaning, steps in controlling, methods of establishing control.

Module-3	Entrepreneur	10 hours

Entrepreneur – meaning of entrepreneur, characteristics of entrepreneurs, classification and types of entrepreneurs, various stages in entrepreneurial process, role of entrepreneurs in economic development, entrepreneurship in India and barriers to entrepreneurship. Identification of business opportunities, market feasibility study, technical feasibility study, financial feasibility study and social feasibility study.

Module-4	Preparation of project and ERP	10 hours

Preparation of project and ERP - meaning of project, project identification, project selection, project report, need and significance of project report, contents, formulation, guidelines by planning commission for project report, Enterprise

Resource Planning: Meaning and Importance- ERP and Functional areas of Management – Marketing / Sales- Supply Chain Management – Finance and Accounting – Human Resources – Types of reports and methods of report generation

Module-5	Micro and Small Enterprises	10 hours

Micro and Small Enterprises: Definition of micro and small enterprises, characteristics and advantages of micro and small enterprises, steps in establishing micro and small enterprises, Government of India indusial policy 2007 on micro and small enterprises, case study (Microsoft), Case study(Captain G R Gopinath),case study (N R Narayana Murthy & Infosys),

Institutional support: MSME-DI, NSIC, SIDBI, KIADB, KSSIDC, TECSOK, KSFC, DIC and District level single window agency, Introduction to IPR.

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