

PES INSTITUTE OF TECHNOLOGY
BANGALORE SOUTH CAMPUS,
HOSUR ROAD, ELECTRONIC CITY, BANGALORE – 560100

LESSON - PLAN

Management and Entrepreneurship Development

Subject Code : 17ES51

IA Marks : 20

Hours/Week : 04

Exam. Hours : 03

Total Hours : 50

Exam. Marks : 80

Faculty : Bivas Bhattacharya

Class	Module No /Chapter names	Topic to be Covered	% of portions covered	
			Ref.	Cum
1.	Module -1 Management & Planning	Nature and Functions of Management – Importance, Definition,	20%	20%
2.		Management Functions, Levels of Management		
3.		Roles of Manager, Managerial Skills		
4.		Management & Administration		
5.		Management as a Science, Art & Profession		
6.		Planning-Nature, Importance		
7.		Types		
8.		Steps and Limitations of Planning		
9.		Decision Making – Meaning		
10.		Types and Steps in Decision Making		
11.	Module-2 Organizing and Staffing	Organization-Meaning, Characteristics,	20%	40%
12.		Process of Organizing, Principles of Organizing, Span of Management		
13.		Departmentalisation, Committees–Meaning, Types of Committees		
14.		Centralization Vs Decentralization of Authority and Responsibility		
15.		Staffing-Need and Importance, Recruitment and Selection Process		
16.		Meaning and Requirements of Effective Direction, Giving Orders;		
17.		Motivation-Nature of Motivation, Motivation Theories		
18.		Communication – Meaning, Importance and Purposes of Communication		
19.		Leadership-Meaning, Characteristics, Behavioural Approach of Leadership;		
20.		Coordination-Meaning, Types, Techniques of Coordination		
21.	Module -3 Social Responsibilities of Business & Entrepreneurship	Controlling – Meaning, Need for Control System, Benefits of Control, Essentials of Effective Control System, Steps in Control Process	20%	60%
22.		Meaning of Social Responsibility		
23.		Social Responsibilities of Business towards Different Groups		
24.		Social Audit		
25.		Business Ethics		
26.		Corporate Governance		
27.		Definition of Entrepreneur, Importance of Entrepreneurship		
28.		concepts of Entrepreneurship, Characteristics of successful Entrepreneur		
29.		Classification of Entrepreneurs, Myths of Entrepreneurship		
	Entrepreneurial Development models, Entrepreneurial development cycle			

30.		Problems faced by Entrepreneurs and capacity building for Entrepreneurship		
31.	Module -4 Modern Small Business Enterprises & Institutional Support for Business Enterprises	Role of Small Scale Industries, Impact of Globalization and WTO on SSIs	20%	80%
32.		Concepts and definitions of SSI Enterprises, Government policy and development of the Small Scale sector in India		
33.		Growth and Performance of Small Scale Industries in India, Sickness in SSI sector		
34.		Problems for Small Scale Industries,		
35.		Ancillary Industry and Tiny Industry		
36.		Introduction		
37.		Policies & Schemes of Central Level Institutions		
38.		Policies & Schemes of Central Level Institutions		
39.		Policies & Schemes of Central Level Institutions		
40.		State Level Institutions		
41.	Module -5 Projects Management & Project Design and Network Analysis	A Project. Search for a Business idea: Introduction, Choosing an Idea, Selection of product, The Adoption process, Product Innovation, Product Planning and Development Strategy, Product Planning and Development Process	20%	100%
42.		Concepts of Projects and Classification: Introduction, Meaning of Projects, Characteristics of a Project, Project Levels, Project Classification, Aspects of a Project		
43.		The project Cycle, Features and Phases of Project management, Project Management Processes		
44.		Project Identification: Feasibility Report, Project Feasibility Analysis		
45.		Project Formulation: Meaning, Steps in Project formulation, Sequential Stages of Project Formulation, Project Evaluation		
46.		Introduction, Importance of Network Analysis		
47.		Origin of PERT and CPM, Network		
48.		Network Techniques, Need for Network Techniques		
49.		Steps in PERT, CPM		
50.		Advantages, Limitations and Differences		

Text Books:

	Title & Author
Text	Principles of Management – P.C Tripathi, P.N Reddy, McGraw Hill Education, 6th Edition, 2017.
Text	Entrepreneurship Development Small Business Enterprises- Poornima M Charantimath, Pearson Education 2008
Text	Dynamics of Entrepreneurial Development and Management by Vasant Desai. HPH 2007
Reference	Essentials of Management: An International, Innovation and Leadership perspective by Harold Koontz, Heinz Wehrich McGraw Hill Education, 10th Edition 2016