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K.L.E. Society's
K.L.E. INSTITUTE OF TECHNOLOGY, HUBLI
Dept of Electrical and Electronics Engg.



FMTTC0302/Rev 1

Course Plan

Semester: V

Year: 2022-23

<i>Course Title: MANAGEMENT AND ENTREPRENEURSHIP</i>	<i>Course Code: 18EE51</i>
<i>Total Contact Hours: 50</i>	<i>Duration of USE: 03 Hrs.</i>
<i>USE Marks: 60</i>	<i>IA Marks: 40</i>
<i>Lesson Plan Author: Mr. M.G.Hudedmani</i>	<i>Date: 15-09-2022</i>
<i>Checked By: Dr. Vinoda S.</i>	<i>Date: 19-09-2022</i>

Prerequisites:

The knowledge of art of managing skill for day-to-day activities and entrepreneurial interest.

Course Outcomes-(CO)

At the end of the course students will be able to:

- i. Explain the field of management, task of the manager, planning and steps in decision making.
- ii. Discuss the structure of organization, importance of staffing, leadership styles, modes of communication, techniques of coordination and importance of managerial control in business.
- iii. Explain the concepts of entrepreneurship and a businessman's social responsibilities towards different groups.
- iv. Show an understanding of role of SSI's in the development of country and state/central level institutions/agencies supporting business enterprises.
- v. Discuss the concepts of project management, capital budgeting, project feasibility studies, need for project report and new control techniques.



Mapping of Course Outcomes (CO) with Program outcomes and PSO

Course Title: **MANAGEMENT AND ENTREPRENEURSHIP**

Course code: **18EE51**

Semester: **V**

Year: **2022-23**

Course Outcomes-CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
i. Explain the field of management, task of the manager, planning and steps in decision making.	1	2		2							3				1
ii. Discuss the structure of organization, importance of staffing, leadership styles, modes of communication, techniques of coordination and importance of managerial control in business	1	1							1		2		1		
iii. Explain the concepts of entrepreneurship and a businessman's social responsibilities towards different groups		2							2	2	3			1	
iv. Show an understanding of role of SSI's in the development of country and state/central level institutions/agencies supporting business enterprises								1	1		3		1		1
v. Discuss the concepts of project management, capital budgeting, project feasibility studies, need for project report and new control techniques		2									3	2		1	

Degree of compliance 1: Slight 2: Moderate 3: Substantial.



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Course Content

Course Code: 18EE51		Course Title: MANAGEMENT AND ENTREPRENEURSHIP	
L-T-P: 4-0-0		Teaching Hrs:50	USE Duration: 03Hrs.
Credits -04	IA Marks: 40	USE Marks:60	Total Marks: 100
Content			
Module I			Hrs.
1	<p>Management: Definition, Importance – Nature and Characteristics of Management, Management Functions, Roles of Manager, Levels of Management, Managerial Skills, Management & Administration, Management as a Science, Art & Profession</p> <p>Planning: Nature, Importance and Purpose of Planning, Types of Plans, Steps in Planning, Limitations of Planning, Decision Making – Meaning, Types of Decisions Steps in Decision Making.</p>		10
Module II			
2	<p>Organizing and Staffing: Meaning, Nature and Characteristics of Organization-Process of Organization, Principles of Organization, Departmentalization, Committees–meaning, Types of Committees, Centralization Vs Decentralization of Authority and Responsibility, Span of Control (Definition only), Nature and Importance of Staffing, Process of Selection and Recruitment.</p> <p>Directing and Controlling: Meaning and Nature of Directing-Leadership Styles, Motivation Theories Communication – Meaning and Importance, Coordination- Meaning and Importance, Techniques of Coordination. Controlling – Meaning, Steps in Controlling</p>		10
Module III			
3	<p>Social Responsibilities of Business: Meaning of Social Responsibility, Social Responsibilities of Business towards Different Groups, Social Audit, Business Ethics and Corporate Governance.</p> <p>Entrepreneurship: Definition of Entrepreneur, Importance of Entrepreneurship, concepts of Entrepreneurship, Characteristics of successful Entrepreneur, Classification of Entrepreneurs, Intrapreneur – An Emerging Class, Comparison between Entrepreneur and Intrapreneur, Myths of Entrepreneurship, Entrepreneurial Development models, Entrepreneurial development cycle, Problems faced by Entrepreneurs and capacity building for Entrepreneurship.</p>		10
Module IV			
4	<p>Modern Small Business Enterprises: Role of Small Scale Industries, Concepts and definitions of SSI Enterprises, Government policy and development of the Small Scale sector in India, Growth and Performance of Small Scale Industries in India, Sickness in SSI sector, Problems for Small Scale Industries, Impact of Globalization on SSI, Impact of WTO/GATT on SSIs, Ancillary Industry and Tiny Industry (Definition only).</p> <p>Institutional Support for Business Enterprises: Introduction, Policies & Schemes of Central–Level Institutions, State-Level Institutions.</p>		10



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Module V		
5	<p>Project Management: Meaning of Project, Project Objectives & Characteristics, Project Identification- Meaning & Importance; Project Life Cycle, Project Scheduling, Capital Budgeting, Generating an Investment Project Proposal, Project Report-Need and Significance of Report, Contents, Formulation, Project Analysis-Market, Technical, Financial, Economic, Ecological, Project Evaluation and Selection, Project Financing, Project Implementation Phase, Human & Administrative aspects of Project Management, Prerequisites for Successful Project Implementation.</p> <p>New Control Techniques- PERT and CPM, Steps involved in developing the network, Uses and Limitations of PERT and CPM</p>	10

TEXT BOOKS:

1. Principles of Management – P.C Tripathi, P.N Reddy, McGraw Hill Education, 6th Edition, 2017. ISBN-13:978-93-5260-535-4.
2. Entrepreneurship Development Small Business Enterprises- Poornima M Charantimath, Pearson Education 2008, ISBN 978-81-7758-260-4.

REFERENCE BOOKS:

1. Dynamics of Entrepreneurial Development and Management by Vasant Desai. HPH 2007, ISBN: 978-81-8488-801-2
2. Essentials of Management: An International, Innovation and Leadership perspective by Harold Koontz, Heinz Weihrich McGraw Hill Education, 10th Edition 2016. ISBN- 978-93-392-2286-4.



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Evaluation Scheme

Evaluation Scheme [FOR CBCS Scheme]

IA Exam Scheme

Assessment	Weightage in Marks
Internal Assessment 1	10
Internal Assessment 2	10
Internal Assessment 3.	10
Sum of all the three Ias	30
UT+Assignment	06+04
Final Internal Assessment	40

Course Unitization for Internal Assessment Exams and University Semester Examination

Module	Module	Teaching Hours	No. of Questions in			No. of Questions in USE
			IA I	IA 2	IA 3	
1	Module I	10	02			02
2	Module II	10	01	01		02
3	Module III	10		02		02
4	Module IV	10			02	02
5	Module V	10			01	02

*Note**

For I.A.:

- Each IA is conducted for 40 marks and reduced to 10 marks.
- 3 Questions carrying 20 marks each and up to 4 sub questions are allowed.
- Student has to answer any 2 full questions of 20 marks each (**Two full questions from Q1, Q2 and Q3**)
- 3 unit test are conducted (Any 3 module)

For U.S.E.:

- The question paper will have ten questions.
- Each full question is for 20 marks.
- There will be 2 full questions (with a maximum of four sub questions in one full question) from each module.
- Each full question with sub questions will cover the contents under a module.
- Students will have to answer 5 full questions, selecting one full question from each module.

Date: 21/09/2020

Head of Department



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Module wise Plan

<i>Course Code and Title: 18EE51 – MANAGEMENT AND ENTREPRENEURSHIP</i>	
<i>Module Number and Title: 1. Management and Planning.</i>	<i>Planned Hours:10</i>

Learning Outcomes:

At the end of the topic students should be able to:

Sr. No	TLO's	CO's	B L
1	Explain the scope, characteristics, functional areas and roles of Management.	1	L2
2	Explain managerial skills required to lead a business venture towards success.	1	L1
3	Discuss whether Management is Science or Art or Profession.	1	L2
4	Explain the importance of planning and objectives.	1	L1
5	Outline the important steps in planning.	1	L2
6	Explain the steps in decision making.	1	L1

Lesson Schedule

Class No. Portion covered per hour

1. Management: Definition, Importance
2. Nature and Characteristics of Management, Management Functions
3. Roles of Manager, Levels of Management
4. Managerial Skills, Management & Administration
5. Management as a Science, Art & Profession
6. Planning: Nature, Importance and Purpose Of Planning
7. Types of Plans, Steps in Planning
8. Limitations of Planning
9. Decision Making – Meaning, Types of Decisions
10. Steps in Decision Making



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Review Questions

Sr.No	Questions	TLO	B L
1	Define Management? Write various characteristics of Management.	1	L1
2	Explain in brief the various roles of a manger.	2	L2
3	Explain how Management is science, art and profession.	3	L1
4	Differentiate between Administration and Management.	3	L1
5	Explain the importance of planning.	4	L2
6	What are single use and standing plans? Explain them with examples	5	L2
7	What are the different steps involved in planning?	5	L1
8	Differentiate between strategic and tactical planning.	5	L1
9	Explain the steps in decision making.	6	L2



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Course Code and Title: 18EE51 – MANAGEMENT AND ENTREPRENEURSHIP

Module Number and Title: 2. Organizing, Staffing, Directing and Controlling

Planned Hours: 10

Learning Outcomes:

At the end of the topic students should be able to:

Sr.No	TLO's	CO's	B L
1	Explain the purpose and principles of organization.	1	L2
2	Illustrate different types of organizations and departmentations.	1	L2
3	Explain the concept of MBO(Management by objectives) and MBE(Management by exception).	1	L1
4	Explain the process of selection and recruitment.	1	L2
5	Explain the meaning and nature of directing.	1	L1
6	Illustrate different leadership styles and importance of communication.	1	L1
7	Explain different motivational theories.	1	L2
8	Explain different co-ordination and control techniques.	1	L2

Lesson Schedule

Class No. Portion covered per hour

1. Organizing and Staffing: Meaning, Nature and Characteristics of Organization
2. Process of Organization, Principles of Organization
3. Departmentalisation, Committees–meaning, Types of Committees
4. Centralization Vs Decentralization of Authority and Responsibility
5. Span of Control (Definition only), Nature and Importance of Staffing,
6. Process of Selection and Recruitment
7. Directing and Controlling: Meaning and Nature of Directing
8. Leadership Styles, Motivation Theories
9. Communication – Meaning and Importance, Coordination- Meaning and Importance
10. Techniques of Coordination. Controlling – Meaning, Steps in Controlling



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Review Questions

Sr.No	Questions	TLO	B L
1	What are the various principles of organization?	1	L2
2	Explain the selection process of personnel?	3	L2
3	Explain the types of Departmentation	2	L1
4	Distinguish between 1) MBO(Management by objectives) 2)MBE(Management by exception).	4	L2
5	Explain different types of leadership styles	6	L1
6	Briefly explain comparison of Maslow's and Herzberg's theories of motivation.	7	L2
7	What are the different steps involved in controlling process	8	L2
8	Discuss various principles of directing.	5	L1
9	Write in brief various methods of establishing control	8	L1



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Course Code and Title: 18EE51 – MANAGEMENT AND ENTREPRENEURSHIP

Module Number and Title: 3 Social Responsibilities of Business and Entrepreneurship: Planned Hours: 10

Learning Outcomes:

At the end of the topic student should be able to:

Sr.No	TLO's	CO's	B L
1.	Define social responsibility and describe its origin and growth	2	L1
2.	Discuss the social responsibilities of business towards different groups	2	L1
3.	Explain corporate governance and its benefits.	2	L2
4.	Explain the evolution of the concept entrepreneurship, characteristics, functions and types of entrepreneurs.	2	L1
5.	Express the role of entrepreneurs in the economic development.	2	L2
6.	Explain the stages in entrepreneurial process.	2	L2
7.	Explain the myths of entrepreneurship	2	L2
8.	Outline the barriers to entrepreneurship.	2	L2

Lesson Schedule

Class No. Portion covered per hour

1. Social Responsibilities of Business: Meaning of Social Responsibility
2. Social Responsibilities of Business towards Different Groups
3. Social Audit, Business Ethics and Corporate Governance
4. Entrepreneurship: Definition of Entrepreneur, Importance of Entrepreneurship
5. Concepts of Entrepreneurship, Characteristics of successful Entrepreneur,
6. Classification of Entrepreneurs, Intrapreneur – An Emerging Class
7. Comparison between Entrepreneur and Intrapreneur
8. Myths of Entrepreneurship, Entrepreneurial Development models
9. Entrepreneurial development cycle
10. Problems faced by Entrepreneurs and capacity building for Entrepreneurship.



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Review Questions

Sr.No	Questions	TLO	B L
1.	Explain what you understand by the concept of social responsibility of businessmen.	1	L1
2.	Why should they develop the sense of social responsibility? Discuss	2	L1
3.	What is social audit? what are its advantages?	3	L2
4.	Write a short note on i) Business ethics ii) corporate governance	3	L2
5.	Who are entrepreneurs? Explain the difference between entrepreneurs and intrapreneurs.	4	L1
6.	Explain briefly the status of entrepreneurship in India.	4	L2
7.	Classify various categories of entrepreneurship based on different factors.	4	L1
8.	Explain the stages in entrepreneurial process.	4	L2
9.	Briefly Explain the myths of entrepreneurship	4	L1
10.	List out different barriers of entrepreneurship	4	L1



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Course Code and Title: 18EE51 – MANAGEMENT AND ENTREPRENEURSHIP

Module Number and Title: 4 Modern Small Business Enterprises and Institutional Support for Business Enterprises.

Planned Hours: 10

Learning Outcomes:

At the end of the topic student should be able to:

Sr.No	TLO's	CO's	B L
1.	Explain the definition and characteristics of SSI	3	L1
2.	Explain the need and rational of SSI development.	3	L1
3.	Explain the steps in establishing of SSI	3	L2
4.	Explain the importance and scope of SSI for economic development.	3	L1
5.	Explain the effects of Liberalization, Privatization and Globalization and WTO on SSI.	3	L2
6.	Discuss ancillary industry and tiny industry.	3	L1
7.	Classify different types of Central and State Government supporting institutions to SSI.	3	L1
8.	Explain the types of help and services of Central and State Government support organizations to SSI.	3	L2



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Lesson Schedule

Class No. Portion covered per hour

1. Modern Small Business Enterprises: Role of Small Scale Industries
2. Concepts and definitions of SSI Enterprises
3. Government policy and development of the Small Scale sector in India
4. Growth and Performance of Small Scale Industries in India
5. Sickness in SSI sector, Problems for Small Scale Industries
6. Impact of Globalization on SSI, Impact of WTO/GATT on SSIs
7. Ancillary Industry and Tiny Industry (Definition only)
8. Institutional Support for Business Enterprises: Introduction
9. Policies & Schemes of Central–Level Institutions
10. Policies & Schemes of State-Level Institutions

Review Questions

Sr.No	Questions	TLO	B L
1.	Define SSI. Enumerate various objectives of SSI.	1	L1
2.	Explain the characteristics of small enterprises	2	L1
3.	Explain the important role of small enterprises in economic development of a country.	4	L2
4.	Define ancillary industry and tiny industry.	6	L1
5.	Explain the impact of LPG on SSI in India.	5	L1
6.	What are the steps involved in starting a small scale industry with a flow diagram.	3	L1
7.	Discuss the effect of WTO on small enterprises in India.	5	L2
8.	Briefly narrate the problems faced by SSI in India.	6	L2
9.	List different types of Central and State Government supporting institutions to SSI.	7	L1
10.	Explain the role of KSFC in setting up of industries.	8	L2
11.	Explain the objectives and functions of KSFC and NSIC	8	L2
12.	Discuss various types of assistance provided by TECSOK and KSSIDC.	8	L2



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<i>Course Code and Title: 18EE51 – MANAGEMENT AND ENTREPRENEURSHIP</i>	
<i>Module Number and Title:5. Project Management and New Control Techniques.</i>	<i>Planned Hours: 10</i>

Learning Outcomes:

At the end of the topic student should be able to:

Sr.No	TLO's	CO's	B L
1	Explain the meaning of project and its purpose.	4	L2
2	Discuss the tools of project planning	4	L2
3	Explain the process of project appraisal	4	L1
4	Discuss the human and administrative aspects of project management	4	L2
5	Explain how a project network is developed	4	L2
6	Explain the steps involved in developing the network PERT and CPM.	4	L2
7	Discuss the Uses and Limitations of PERT and CPM	4	L1

<p><i>Lesson Schedule</i></p> <p><i>Class No. Portion covered per hour</i></p> <ol style="list-style-type: none"> 1. Project Management: Meaning of Project, Project Objectives & Characteristics 2. Project Identification- Meaning & Importance; Project Life Cycle 3. Project Scheduling, Capital Budgeting, Generating an Investment Project Proposal 4. Project Report-Need and Significance of Report, Contents, Formulation 5. Project Analysis-Market, Technical, Financial, Economic, Ecological 6. Project Evaluation and Selection, Project Financing, Project Implementation Phase 7. Human & Administrative aspects of Project Management 8. Prerequisites for Successful Project Implementation 9. New Control Techniques PERT and CPM, Steps involved in developing the network 10. Uses and Limitations of PERT and CPM



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Review Questions

Sr.No	Questions	TLO	B L
1	Explain the meaning of project and its purpose.	1	L1
2	Explain the process of identification and selection of a suitable project	2	L2
3	Explain the process of project appraisal	3	L1
4	Explain the various details which should be included in a project report.	4	L2
5	Write short note on i) Market feasibility study ii) Technical feasibility study iii) Financial feasibility study iv) Social feasibility study	2	L2
6	Explain the prerequisites for successful project Implementation	5	L2
7	What is the basic difference between PERT and CPM?	6	L1
8	List the limitations of PERT and CPM	7	L1
9	Explain the steps involved in developing the network.	5	L1



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First Internal Assessment Test

(Model Question Paper)

Sem: V

Sub: MANAGEMENT AND ENTREPRENEURSHIP

Sub Code: 18EE51

Faculty Incharge:

Date:

Time:

Max Marks: 40

Note: 1) Answer any TWO questions

2) All questions carry equal marks

Q.No	Sub Q.No.	Question	Marks	BL	CO
1	a	Define "Management" and outline its essential characteristics.	10	L1	1
	b	Explain the functions of management.	10	L2	1
2	a	Define planning? What is the importance of planning? Explain.	10	L1	1
	b	Briefly explain the steps in decision making.	10	L2	1
3	a	Explain the various principles of an organization?	10	L1	1
	b	Briefly explain the steps in the selection procedure.	10	L2	1



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Second Internal Assessment Test

(Model Question Paper)

Sem: V

Sub: MANAGEMENT AND ENTREPRENEURSHIP

Date:

Sub Code: 18EE51

Time:

Faculty Incharge:

Max Marks: 40

Note: 1) Answer any TWO questions

2) All questions carry equal marks

Q.No	Sub Q.No.	Question	Marks	BL	CO
1	a	Briefly explain comparison of Maslow's and Herzberg's theories of motivation.	10	L1	1
	b	Discuss various principles of directing	10	L2	1
2	a	Explain corporate governance and its benefits.	10	L2	2
	b	Explain various stages in entrepreneurial process.	10	L2	2
3	a	Briefly explain the characteristics of an Entrepreneur.	10	L2	2
	b	Explain the various barriers to entrepreneurship in India.	10	L2	2



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Third Internal Assessment Test
(Model Question Paper)

Sem: V

Sub: MANAGEMENT AND ENTREPRENEURSHIP

Sub Code: 18EE51

Faculty Incharge:

Date:

Time:

Max Marks: 40

- Note: 1) Answer any TWO questions**
2) All questions carry equal marks

Q.No	Sub Q.No.	Question	Marks	BL	CO
1	a	Explain the important role of small enterprises in economic development of a country.	10	L1	3
	b	Explain the impact of LPG on SSI in India.	10	L2	3
2	a	List different types of Central and State Government supporting institutions to SSI.	10	L2	3
	b	Explain the objectives and functions of KSFC and NSIC	10	L2	3
3	a	Explain the steps involved in PERT analysis?	10	L2	4
	b	What is the basic difference between PERT and CPM?	10	L2	4