

Course Code	18ME51	Course Title	Management and Entrepreneurship	Semester	V
Credits	3	L – T – P –TL*	2 – 1 – 0 – 3	Teaching Hrs	42
Total Marks	100	CIE*	40	SEE*	60
*NOTE: L – Lecture; T – Tutorial; P – Practical; TL – Total; CIE – Continuous Internal Evaluation; SEE – Semester End Examination					
Course Learning Objectives: This course will enable students to; <ul style="list-style-type: none"> • Examine the meaning, importance, nature of management, its difference between management and administration and role of managers in management. • Examine the meaning characteristics principles and process of organizing. • Describe effective communication process, its importance, types and purpose for running an organization. • Understand the need for Entrepreneurs and their skills. • Explain the importance of engineering economics, Law of demand and supply in engineering decision making. 					Teaching Hrs
<p style="text-align: center;">Module-1</p> Management: Introduction - Meaning - nature and characteristics of Management, Scope and Functional areas of management - Management as a science, art of profession - Management & Administration - Roles of Management, Levels of Management, and Development of Management Thought early management approaches – Modern management approaches. Planning: Nature, importance and purpose of planning process Objectives -Types of plans (Meaning Only) - Decision making Importance of planning -steps in planning & planning premises - Hierarchy of plans.					10
<p style="text-align: center;">Module-2</p> Organizing and Staffing: Nature and purpose of organization Principles of organization - Types of organization - Departmental Committees Centralization Vs Decentralization of authority and responsibility - Span of control - MBO and MBE (Meaning Only) Nature and importance of staffing--: Process of Selection & Recruitment (in brief).					8
<p style="text-align: center;">Module-3</p> Directing & Controlling: Meaning and nature of directing Leadership styles, Motivation Theories, Communication - Meaning and importance - coordination, meaning and importance and Techniques of Co Ordination. Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control (in brief)					8

Module-4	
Entrepreneurship: Definition of Entrepreneur, Importance of Entrepreneurship, concepts of Entrepreneurship, Characteristics of successful Entrepreneur, Classification of Entrepreneurs, Myths of Entrepreneurship. Entrepreneurial Development: Models, Entrepreneurial development cycle, Problems faced by Entrepreneurs and capacity building for Entrepreneurship	8
Module-5	
Engineering and economics: Problem solving and decision making, Laws of demand and supply, Difference between Microeconomics & Macroeconomics, equilibrium between demand & supply, elasticity of demand, price elasticity, income elasticity. Returns and Interest: Law of Returns, Interest and interest factors, simple and compound interest, Cash flow diagrams, personal loans and EMI payment calculation with flexible interest rates, Discussion and problems.	8
Course outcomes: By the end of the course the student shall be able to: CO1: Explain the development of management and the role it plays at different levels in an organization. CO2: Comprehend the process and role of effective planning, organizing and staffing for the development of an organization. CO3: Analyze the necessity of good leadership, communication and coordination for establishing effective control in an organization. CO4: Describe the functions of Managers, Entrepreneurs and their social responsibilities CO5: Calculate the engineering demand, supply and its importance in economics decision making and problem solving	
Question paper pattern:	
<ul style="list-style-type: none"> • The question paper will have ten full questions carrying equal marks. • Each full question will be for 20 marks. • There will be two full questions (with a maximum of four sub- questions) from each module. • Each full question will have sub- question covering all the topics under a module. • The students have to answer five full questions, selecting one full question from each module. 	
TEXT BOOKS:	
<ol style="list-style-type: none"> 1. Principles of Management by Tripathy and Reddy, Tata McGraw-Hill Education. 2. Entrepreneurship Development Small Business Enterprises- Poornima M Charantimath, Pearson Education 2008, ISBN 978-81-7758-260-4. 3. Engineering Economy, Thuesen H.G. PHI , 2002 	
REFERENCE BOOKS	
<ol style="list-style-type: none"> 1. Management Fundamentals- Concepts, Application, Skill Development - RobersLusier – Thomson. 2. Basics of Engineering Economy, Leland Blank & Anthony Tarquin, McGraw Hill Publication (India) Private Limited. 3. Engineering Economics, R.Paneerselvam, PHI publication. 4. Fundamentals of Management: Essential Concepts and Applications, Robbins S.P. and Decenzo David A, Pearson Education. 	