



SKIT	Teaching Process	Rev No.: 1.0
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Note : Remove "Table of Content" before including in CP Book

Each Course Plan shall be printed and made into a book with cover page

Blooms Level in all sections match with A.2, only if you plan to teach / learn at higher levels

17ES51 : Management and Entrepreneurship

A. COURSE INFORMATION

1. Course Overview

Degree:	B.E	Program:	EC
Year / Semester :	5th	Academic Year:	2018-19
Course Title:	Management and Entrepreneurship	Course Code:	17ES51
Credit / L-T-P:	4-0-0	SEE Duration:	180 Minutes
Total Contact Hours:	50	SEE Marks:	80 Marks
CIA Marks:	20	Assignment	1 / Module
Course Plan Author:	Dr. Devananda S N	Sign	Dt:
Checked By:		Sign	Dt:

2. Course Content

Module	Module Content	Teaching Hours	Module Concepts	Blooms Level
1	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. Planning- Nature, importance, types of plans, steps in planning, Organizing- nature and purpose, types of organization. Staffing- meaning, process of recruitment and selection.	10	-Management as a profession. -Staff selection techniques.	L3 Apply
2	Directing and controlling- meaning and nature of directing, leadership styles, motivation theories. Controlling- meaning, steps in controlling, methods of establishing	10	-Successful communication. -Manage control.	L3 Apply

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	control, Communication- Meaning and importance, Coordination- meaning and importance, controlling-meaning, steps in controlling, methods of establishing control.			
3	Entrepreneur meaning of entrepreneur, types of entrepreneurship, stages of entrepreneurial process, role of entrepreneurs in economic development, entrepreneurship in India, barriers to entrepreneurship. Identification of business opportunities- market feasibility study, technical feasibility study, financial feasibility study and social feasibility study.	10	- Entrepreneurial process	L2 Understand
4	Preparation of project and ERP -meaning of project, project identification, project selection, project report, need and significance of 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	10	-Project evaluation for successful implementation. -Functional business system.	L5 Evaluate
5	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 industrial 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.	10	- SSI. -Institution support.	L2 Understand

3. Course Material

Module	Details	Available
1	Text books	
	Principles of Management- P.C. Tripathi, P.N. Reddy; Tata McGraw Hill, 4 th /6 th edition, 2010.	In Lib

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2	Reference books	
	Management and Entrepreneurship- N.V.R. Naidu	In dept
3	Others (Web, Video, Simulation, Notes etc.)	
		Not Available

4. Course Prerequisites

SNo	Course Code	Course Name	Module / Topic / Description	Sem	Remarks	Blooms Level
-	-	-	-	-	-	-

Note: If prerequisites are not taught earlier, GAP in curriculum needs to be addressed. Include in Remarks and implement in B.5.

B. OBE PARAMETERS

1. Course Outcomes

#	COs	Teach. Hours	Concept	Instr Method	Assessment Method	Blooms' Level
17ES51.1	Understand the functional areas of management for an organization.	5	Management as a profession.	Lecture	Slip Test	L2 Understand
17ES51.2	Apply the knowledge of selection process to select a staff.	5	Staff selection techniques.	Lecture	Assignment	L3 Apply
17ES51.3	Show proper communication in the organization.	5	Successful communication	Lecture	Assignment and Slip Test	L3 Show
17ES51.4	Select the control techniques to direct the staff and for an	5	Manage control	Lecture / PPT	Assignment	L2 select

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	organization.					
17ES51.5	Understand the role and importance of an entrepreneur for the economic development.	5	Management of entrepreneur	Lecture	Slip test	L2 Understand
17ES51.6	Evaluate the project objective and identification for project report.	5	Project evaluation for successful implementation	Lecture and Tutorial	Assignment	L5 Evaluate
17ES51.7	Use the business management in an enterprise.	5	Functional business system	Lecture	Assignment and Slip Test	L3 Use
17ES51.8	Explain the importance of SSI and business plans in the industrialization and economy by comparing the micro and small industry.	5	SSI	Lecture	Assignment	L3 Use
17ES51.9	Understand the financial support in SSI to setup an enterprise.	5	Institution support	Lecture	Assignment	L2 Understand
17ES51.10	Understanding financial funding institutions(Central & State)	5	Entrepreneurial support	Lecture & Visit	Visit	L2 Understand
-	Total	50	-	-	-	-

Note: Identify a max of 2 Concepts per Module. Write 1 CO per concept.

2. Course Applications

SNo	Application Area	CO	Level
1	Used in any organization	CO1	L2
2	Used for selecting or hiring the employees in any organization	CO2	L3
3	For the proper communication in the organization	CO3	L3
4	Control techniques to direct the employees in an organization	CO4	L2
5	For an entrepreneur	CO5	L2
6	For the evaluation of project reports	CO6	L5
7	For planning the resources in any enterprise	CO7	L3
8	For the development of small scale industries	CO8	L3
9	Financial support in small scale industries	CO9	L2

Note: Write 1 or 2 applications per CO.

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3. Articulation Matrix

(CO – PO MAPPING)

#	Course Outcomes COs	Program Outcomes												Level	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12		
CO1	Understand the functional areas of management for an organization.	3	1	3											2
CO2	Apply the knowledge of selection process to select a staff.	1	3	1											3
CO3	Show proper communication in the organization.	3	3	1											1
CO4	Select the control techniques to direct the staff and for an organization.	1	2	3											2
CO5	Understand the role and importance of an entrepreneur for the economic development.	3	2	2											2
CO6	Evaluate the project objective and identification for project report.	2	3	2											3
CO7	Use the business management in an enterprise.	1	3	3											2
CO8	Explain the importance of SSI and business plans in the industrialization and economy by comparing the micro and small industry.	3	2	3											2
CO9	Understand the financial support in SSI to setup an enterprise.	3	1	2											3
CO10	Understanding financial funding institutions(Central & State)	3	3	2											1

Note: Mention the mapping strength as 1, 2, or 3

4. Mapping Justification

Mapping		Justification	Mapping Level
CO	PO		-
CO1	PO1	The knowledge of engineering is required	2

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CO1	PO2	Literature formulation and identification is required	3
CO1	PO3	Identification of system components and solutions(proposed)	3
CO2	PO1	Engineering specialization is required	2
CO2	PO2	Selection of candidates done with formulation & review	3
CO2	PO3	Candidates are selected to solve complex engineering problems	3
CO3	PO1	For understanding and dissipation of complex engineering problem communication is required	3
CO3	PO2	Literature and review is communicated	2
CO3	PO3	Dissipation of solution requires communication	2
CO4	PO1	Applying engineering knowledge in control and monitoring	3
CO4	PO2	Identification and formulation to control & monitor	2
CO4	PO3	Design system components for controlling & monitoring	3
CO5	PO1	Applying knowledge of science ,engineering	3
CO5	PO2	Identifying and formulating strategies for entrepreneurship	3
CO5	PO3	Entrepreneurship is design solution	2
CO6	PO1	Apply knowledge to project planing & execution	3
CO6	PO2	Identify and formulate solution	3

Note: Write justification for each CO-PO mapping.

5. Curricular Gap and Content

SNo	Gap Topic	Actions Planned	Schedule Planned	Resources Person	PO Mapping
1					
2					
3					
4					
5					

Note: Write Gap topics from A.4 and add others also.

6. Content Beyond Syllabus

SNo	Gap Topic	Actions Planned	Schedule Planned	Resources Person	PO Mapping
1	Visit to Financial funding institution, startups	Visit planed ,approached			10
2					
3					
4					
5					

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6					
7					
8					
9					
10					

Note: Anything not covered above is included here.

C. COURSE ASSESSMENT

1. Course Coverage

Module #	Title	Teaching Hours	No. of question in Exam						CO	Levels
			CIA-1	CIA-2	CIA-3	Asg	Extra Asg	SEE		
1	Introduction	10	2	-	-	1	-	2	CO1, CO2	L2,L3
2	Directing and controlling	10	2	-	-	1	-	2	CO3, CO4	L3, L2
3	Entrepreneur	10	-	2	-	1	-	2	CO5	L2
4	Preparation of project and ERP	10	-	2	-	1	-	2	CO6, CO7	L5, L3
5	Micro and small enterprises	10	-	-	4	1	-	2	CO8, CO9	L3, L2
Total		50	4	4	4	5	-	10	-	-

Note: Distinct assignment for each student. 1 Assignment per chapter per student. 1 seminar per test per student.

2. Continuous Internal Assessment (CIA)

Evaluation	Weightage in Marks	CO	Levels
CIA Exam - 1	15	CO1, CO2, CO3, CO4	L2,L3,L3,L2
CIA Exam - 2	15	CO5, CO6, CO7	L2,L5,L3
CIA Exam - 3	15	CO8, CO9	L3,L2
Assignment - 1	05	CO1, CO2, CO3, CO4	L2,L3,L3,L2
Assignment - 2	05	CO5, CO6, CO7	L2,L5,L3
Assignment - 3	05	CO8, CO9	L3,L2

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Seminar – 1	-	-	-
Seminar – 2	-	-	-
Seminar – 3	-	-	-
Final CIA Marks	20	-	-

Note : Blooms Level in last column shall match with A.2 above.

D1. TEACHING PLAN – 1

Module – 1

Title:	Introduction	Appr Time:	10 Hrs
a	Course Outcomes	-	Blooms Level
-	The student should be able to:	-	Level
1	Understand the functional areas of management for an organization.	5	L2
2	Apply the knowledge of selection process to select a staff.	5	L3
b	Course Schedule	-	-
Class No	Module Content Covered	CO	Level
1	Meaning, nature and characteristics of management	CO1	L2
2	Scope and functional areas of management	CO1	L2
3	Goals of management, levels of management	CO1	L2
4	brief overview of evolution of management theories	CO1	L2
5	Nature, importance, types of plans	CO1	L2
6	Steps in planning	CO1	L2
7	Nature and purpose of organization	CO2	L3
8	Types of organization	CO2	L3
9	Meaning of staffing	CO2	L3
10	Process of recruitment and selection	CO2	L3
c	Application Areas	CO	Level

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1	Used in organizations/institution.	CO1	L2
d Review Questions			
1	Define management?. List and explain the functions of management.	CO1	L2
2	Is management a science, art or profession? Explain.	CO1	L2
3	What are the different levels of management.	CO1	L2
4	Explain early management approaches.	CO1	L2
5	Explain modern management approaches.	CO1	L2
6	What is planning? Explain the steps involved in planning.	CO1	L2
7	Difference between strategic and tactical planning.	CO1	L2
8	Explain the nature and purpose of organization.	CO2	L3
9	State and explain the principles of organization.	CO2	L3
10	List the various types of organization.	CO2	L3
11	Explain the line organization.	CO2	L3
12	What is the importance of staffing.	CO2	L3
13	What are the techniques of selection.	CO2	L3
14	Differentiate between recruitment and selection.	CO2	L3

Module – 2

Title:	Directing and controlling	Appr Time:	10 Hrs
a	<i>Course Outcomes</i>	-	Blooms
-	The student should be able to:	-	Level
1	Show proper communication in the organization.	5	L3
2	Select the control techniques to direct the staff and for an organization.	5	L2
b	<i>Course Schedule</i>	-	-
Class No	Module Content Covered	CO	Level
11	Meaning and nature of directing, leadership styles	CO3	L3
12	Motivation theories	CO3	L3
13	Maslow's theory of motivation	CO3	L3
14	Meaning and importance of communication	CO3	L3
15	Systems of communication	CO3	L3
16	Meaning and importance of coordination	CO4	L2

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17	Characteristics of coordination	CO4	L2
18	Techniques of coordination	CO4	L2
19	Steps involved in controlling	CO4	L2
20	Methods of establishing control	CO4	L2
c	Application Areas	CO	Level
1	In any organizations.	CO3	L3
d	Review Questions		
1	Principles of directing	CO3.	L3
2	Define leadership? Explain types of leadership.	CO3	L3
3	Write about Maslow's theory of motivation.	CO3	L3
4	Differentiate between formal and informal communication.	CO3	L3
5	What are the barriers of successful communication.	CO3	L3
6	What are requisites of effective coordination.	CO4	L4
7	State and explain the steps in controlling.	CO4	L4
8	Explain the methods of establishing sound controlling.	CO4	L4
e	Experiences		

E1. CIA EXAM - 1

a. Model Question Paper - 1

Crs Code:	15ES51	Sem:	5th	Marks:	30	Time:	75 minutes	
Course:	Management and Entrepreneurship							
-	-	Note: Answer any 3 questions, each carry equal marks.				Mark s	CO	Level
1	a	Define management. Explain the functional areas of management.				7	CO1	L2
	b	Explain the significance of planning and its influence on other managerial functions.				8	CO1	L2
2	a	What are the different types of interview techniques.				8	CO2	L3
	b	Enumerate the merits and demerits of centralization and decentralization.				7	CO2	L3

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3	a	What do you mean by leadership. Explain various styles of leadership.	10	CO3	L3
	b	Explain meaning and importance of communication.	5	CO3	L3
4	a	Define coordination. Explain importance and techniques of coordination.	10	CO4	L2
	b	Explain the techniques of control.	5	CO4	L2

b. Assignment -1

Note: A distinct assignment to be assigned to each student.

Model Assignment Questions								
Crs Code:	15CS51	Sem:	5th	Marks:	5 / 10	Time:	september 2018	
Course:	Management and Entrepreneurship							
Note: Each student to answer 2-3 assignments. Each assignment carries equal mark.								
SN	USN	Assignment Description				Mark	CO	Level
1		Briefly explain functions and roles of levels of management.				5	CO1	L1
2		Explain modern management approaches.				5	CO1	L1
3		Is management an Art or Science.				5	CO1	L1
4		Discuss management as a profession. To what extent has management been professionalized in India.				5	CO1	L1
5		Different roles and importance of management.				5	CO1	L1
6		Discuss the nature and scope of planning in business management.				5	CO1	L1
7		Classify plans on the basis of hierarchy level at which plans are made.				5	CO1	L1
8		What do you mean by decision making? Explain the characteristics of decision making.				5	CO1	L1
9		What do you mean by bounded rationality in decision				5	CO1	L1

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		making.			
10		Explain different types of organizations.	5	CO2	L2
11		Differentiate between formal and informal organizations.	5	CO2	L2
12		Explain steps involved in organizing.	5	CO2	L2
13		Explain the nature and purpose of an organization.	5	CO2	L2
14		What is line organization. Explain.	5	CO2	L2
15		Differentiate between line and functional organizations.	5	CO2	L2
16		Explain principles of a committee.	5	CO2	L2
17		What is directing. Explain the importance of directing .	5	CO3	L3
18		Explain different styles of leadership.	5	CO3	L3
19		Discuss McGregor's theory X and theory Y.	5	CO3	L3
20		Explain different types of communication.	5	CO3	L3
21		What are barriers to communication? Explain.	5	CO3	L3
22		Explain how to overcome communication barriers.	5	CO3	L3
23		Explain the different techniques used in controlling.	5	CO4	L3
24		Discuss the process of controlling.	5	CO4	L3
25		What is the need for coordination.	5	CO4	L3
26		What is two factor theory. Explain.	5	CO4	L3
27		Differentiate between managers and leaders.	5	CO3	L3
28		Compare different theories of motivation.	5	CO3	L3
29		What are the integration of organizational goals and needs of an employee.	5	CO3	L3

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30	Explain motivation- hygiene theory.	5	CO3	L3
31	Explain different direction of communication.	5	CO3	L3
32	Explain oral or verbal and written of communication	5	CO3	L3
33	Explain the characteristics of coordination.	5	CO4	L2
34	What are the different techniques of coordination. Explain.	5	CO4	L2
35	What are hygiene factors.	5	CO4	L2
36	State and explain the steps in controlling.	5	CO4	L2
37	What are the essentials of sound controlling.	5	CO4	L2
38	Explain the methods of establishing sound controlling.	5	CO4	L2

D2. TEACHING PLAN – 2

Module – 3

Title:	Entrepreneur	Appr Time:	10 Hrs
a	Course Outcomes	-	Blooms Level
-	The student should be able to:	-	Level
1	Understand the role and importance of an entrepreneur for the economic development.	10	L2
b	Course Schedule		
Class No	Module Content Covered	CO	Level
21	Entrepreneur meaning of entrepreneur	CO5	L2
22	Types of entrepreneurship	CO5	L2
23	Stages of entrepreneurial process	CO5	L2
24	Role of entrepreneurs in economic development	CO5	L2
25	Entrepreneurship in India	CO5	L2
26	Barriers to entrepreneurship	CO5	L2
27	Identification of business opportunities- market feasibility study	CO5	L2
28	Technical feasibility study	CO5	L2
29	Financial feasibility study	CO5	L2
30	Social feasibility study	CO5	L2

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c	Application Areas	CO	Level
1	Applied in an enterprise	CO5	L2
d	Review Questions	CO	L2
1	Explain the qualities of a good leader.	CO5	L2
2	Explain the importance of communication.	CO5	L2
3	Classify various categories of entrepreneurship, based on different factors.	CO5	L2
4	Explain various stages in entrepreneurial process.	CO5	L2
5	List out different barriers of entrepreneurship	CO5	L2
6	Define the term 'Entrepreneur'. Explain the functions of an entrepreneur.	CO5	L2
7	Explain Entrepreneur Development Programme (EDP). Mention all its models.	CO5	L2
8	Distinguish between entrepreneur and intrapreneur.	CO5	L2
e	Experiences		

Module - 4

Title:	Preparation of project and ERP	Appr Time:	10Hrs
a	Course Outcomes	-	Blooms Level
-	The student should be able to:	-	Level
1	Evaluate the project objective and identification for project report.	5	L5
2	Use the business management in an enterprise.	5	L3
b	Course Schedule		
Class No	Module Content Covered	CO	Level
31	Preparation of project and ERP -meaning of project	CO6	L5

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32	Project identification, project selection, project report	CO6	L5
33	Need and significance of report	CO6	L5
34	Contents, formulation	CO6	L5
35	Guidelines by planning commission for project report	CO6	L5
36	Enterprise Resource Planning- Meaning and Importance- ERP and Functional areas of Management, Marketing / Sales	CO7	L3
37	Supply Chain Management	CO7	L3
38	Finance and Accounting	CO7	L3
39	Human Resources	CO7	L3
40	Types of reports and methods of report generation	CO7	L3
c	Application Areas	CO	Level
1	For Preparing a project report	CO6	L5
2	Utilization of resources available through the ERP	CO7	L3
d	Review Questions		
1	What is the meaning of a "project". State and explain the objectives of projects.	CO6	L5
2	Explain the project appraisal and its methods. Briefly explain any two methods.	CO6	L5
3	What is a Project? What are the features of a project and the variables involved?	CO6	L5
4	What is a project report and what are its necessities?	CO6	L5
5	Explain the sources of project identification.	CO6	L5
6	What are the guidelines by planning commission for a project report? Explain.	CO6	L5
7	Define project. Discuss briefly about project classification.	CO6	L5
8	Explain the Functional areas of Management.	CO7	L3
9	Explain the human resource management.	CO7	L3
10	Explain the supply chain management.	CO7	L3
e	Experiences		



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E2. CIA EXAM – 2

a. Model Question Paper – 2

Crs Code:	15ES51	Sem:	5th	Marks:	30	Time:	75 minutes	
Course:	Management and Entrepreneurship							
-	-	Note: Answer any 2 questions, each carry equal marks.				Mark s	CO	Level
1	a	Discuss in detail how entrepreneurs view risk.				6	CO5	L2
	b	Describe the various problems faced by entrepreneurs in promotion of their units.				9	CO5	L2
2	a	Discuss the characteristics of entrepreneurs.				6	CO5	L2
	b	Describe role of entrepreneurs in economic development.				9	CO5	L2
3	a	What are the criteria for selecting a particular project, an entrepreneur should consider.				7	CO6	L5
	b	What are the steps followed in project appraisal.				8	CO6	L5
4	a	Explain the accounting management with a diagram.				7	CO7	L3
	b	Explain the importance of ERP.				8	CO7	L3

b. Assignment – 2

Note: A distinct assignment to be assigned to each student.

Model Assignment Questions								
Crs Code:	15ES51	Sem:	5th	Marks:	5 / 10	Time:	october 2018	
Course:	Management and Entrepreneurship							
Note: Each student to answer 2-3 assignments. Each assignment carries equal mark.								
SNo	USN	Assignment Description				Mark s	CO	Level
1		Differentiate entrepreneur and entrepreneurship.				5	CO5	L5
2		Discuss the scope of entrepreneurship in India.				5	CO5	L5
3		Who is an entrepreneur and how is he different from a businessman.				5	CO5	L5
4		Describe role of entrepreneurs in economic development.				5	CO5	L5

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5	Explain the factors which are to be considered for preparation of a good project report.	5	CO6	L6
6	What is project identification. Explain the sources of information for project identification.	5	CO6	L6
7	Discuss in detail how entrepreneurs view risk	5	CO5	L5
8	What is project selection. Explain factors influencing it.	5	CO6	L6
9	Explain the planning commission guidelines for preparing a project report.	5	CO6	L6
10	Explain the sources of finance.	5	CO7	L7
11	What is project selection. Explain factors influencing it.	5	CO6	L5
12	What are the errors in preparing a project report.	5	CO6	L5

D3. TEACHING PLAN – 3

Module – 5

Title:	Micro and small Enterprise	Appr Time:	10 Hrs
a	<i>Course Outcomes</i>	-	Blooms
-	The student should be able to:	-	Level
1	Explain the importance of SSI and business plans in the industrialization and economy by comparing the micro and small industry.	5	L3
2	Understand the financial support in SSI to setup an enterprise.	5	L2
b	<i>Course Schedule</i>		
Class No	Module Content Covered	CO	Level
41	Micro and Small Enterprises: Definition of micro and small enterprises	CO8	L3
42	Characteristics and advantages of micro and small enterprises	CO8	L3
43	Explain the impact of globalization on small scale industries.	CO8	L3
44	Steps in establishing micro and small enterprises	CO8	L3
45	Government of India industrial policy 2007 on micro and small enterprises	CO8	L3
46	Case study (Microsoft)	CO8	L3

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47	Case study(Captain G R Gopinath)	CO8	L3
48	Case study (N R Narayana Murthy & Infosys)	CO8	L3
49	Institutional support: MSME-DI, NSIC, SIDBI, KIADB, KSSIDC, TECSOK, KSFC, DIC	CO9	L2
50	District level single window agency, Introduction to IPR	CO9	L2
c	Application Areas	CO	Level
1	To Start a small scale industries	CO8	L3
d	Review Questions		
1	Explain characteristics of Small Scale Industries.	CO8	L3
2	List out the various objectives of developing small enterprises in India.	CO8	L3
3	Explain briefly the government support for SSI during 5 years plan.	CO8	L3
4	Write a brief note on government policies towards SSI, its objectives and classifications	CO8	L3
5	What are the objectives and functions of KIADB?	CO9	L2
6	Write a note on single window DIC agency.	CO9	L2
7	Write the various types of assistance provided by KSFC.	CO9	L2
8	Brief about important activities of KSSIDC	CO9	L2
9	Write a note on TECSOK	CO9	L2
10	Write a note on KSFC.	CO9	L2
e	Experiences	-	-

E3. CIA EXAM – 3

a. Model Question Paper – 3

Crs Code:	15ES51	Sem:	5th	Marks:	30	Time:	75 minutes	
Course:	Management and Entrepreneurship							
-	-	Note: Answer any 2 questions, each carry equal marks.				Mark s	CO	Level
1	a	What do you mean by Micro and Small Scale Industries. List the				7	CO8	L3

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		characteristics.			
	b	Write a short note on trade, copyrights and patent.	8	CO9	L2
2	a	Write a short note on KSSIDC, NSIC.	10	CO9	L2
	b	Write a case study on Bill Gates.	5	CO9	L2
3	a	What are the objectives of NSIC.	10	CO9	L2
	b	What are the various supporting agencies of Government to SSIs.	5	CO8	L3
4	a	Explain the role of commercial banks and SFCs in the development of SSIs.	15	CO8	L3

b. Assignment – 3

Note: A distinct assignment to be assigned to each student.

Model Assignment Questions							
Crs Code:	15ES51	Sem:	5th	Marks:	5 / 10	Time:	november 2018
Course:	Management and Entrepreneurship						
Note: Each student to answer 2-3 assignments. Each assignment carries equal mark.							
SNo	USN	Assignment Description			Marks	CO	Level
1		What are the two types of Institutions to assist SSI.			5	CO9	L2
2		What are the impact of liberalization, privatization and globalization on SSIs.			5	CO8	L3
3		What are the various supporting agencies of Government to SSIs.			5	CO8	L3
4		What is the role of SSI in economic development.			5	CO8	L3
5		Explain the scope and objectives of SSIs.			5	CO8	L3
6		Write a note on General Agreement on Tariffs and Trade.			5	CO8	L3
7		What are the objectives and functions of WTO.			5	CO8	L3
8		Write a short note on the following: SISI, SIDBI, DIC, TECKSOK.			5	CO9	L2
9		Explain the activities of NSIC.			5	CO9	L2
10		What are the different activities performed in SIDO.			5	CO9	L2

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11		What is SIDBI? Explain the services offered by it	5	CO9	L2
12		What are objectives and functions of KIADB?	5	CO9	L2

F. EXAM PREPARATION

1. University Model Question Paper

Course:	Management and Entrepreneurship				Month / Year	Jan / 2019	
Crs Code:	15ES51	Sem:	5th	Marks:	80	Time: 180 minutes	
-	Note	Answer all FIVE full questions. All questions carry equal marks.			Marks	CO	Level
1	a	Define "Management" and outline its essential characteristics.			6	CO1	L2
	b	Discuss the various required managerial skills with reference to the skill—mix diagram for different management levels.			6	CO1	L2
	c	Briefly describe the general principles of administrative management theory as laid down by Henri Fayal.			8	CO1	L2
		OR					
-	a	Explain the process of organizing.			6	CO2	L3
	b	Explain the process of recruitment and selection of managerial personnel in an organization.			6	CO2	L3
	c	Describe the departmentalization based on functions with its merits and demerits.			8	CO2	L3
		OR					
2	a	Explain briefly the important principles of an effective direction.			8	CO3	L3
	b	Budgeting is an instrument of planning as well as a tool of managerial control", comment.			6	CO3	L3
	c	Define leadership. Explain briefly on types of leaders or leadership styles.			6	CO3	L3
		OR					
	a	Write a note on Maslow's Hierarchy of needs theory of motivation.			7	CO4	L2
	b	What is meaning of direction? Explain steps involved in controlling.			7	CO4	L2
	c	Explain essentials of a sound control system.			6	CO4	L2
		OR					
3	a	What are the barriers to entrepreneurship. Explain.			10	CO5	L2
	b	Describe the various stages in entrepreneurial process.			10	CO5	L2

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-		OR			
	a	Who is an entrepreneur. What are the characteristics of a unique entrepreneur.	6	CO5	L2
	b	Discuss the concept of entrepreneur as a risk bearer, as an organizer and as an innovator.	8	CO5	L2
	c	Write and explain Types of entrepreneur.	6	CO5	L2
4	a	Explain the process of identification and selection of a suitable project.	10	CO6	L5
	b	Briefly discuss SIDBI and explain need for the institutional support for the SSI.	10	CO7	L3
		OR			
-	a	Explain the common errors in project reports.	10	CO6	L5
	b	Discuss the organizational structure and functions of DIC.	10	CO7	L3
5	a	Explain the meaning, concept and definition of small scale industry.	10	CO8	L3
	b	Write a note on KIADB.	5	CO9	L2
	c	Explain the various important steps in establishing a small scale industry with a flow—chart.	5	CO8	L3
		OR			
	a	How small scale industries helps in India's economic development?	10	CO8	L3
	b	Write Advantages of SSI.	10	CO8	L3

2. SEE Important Questions

Course:	Management and Entrepreneurship				Month / Year	Exam month	
Crs Code:	15ES51	Sem:	5th	Marks:	80	Time:	180 minutes
	Note Answer all FIVE full questions. All questions carry equal marks.				-	-	
Module	Qno.	Important Question			Marks	CO	Year
1	a	What is management. List the roles of management.			4	CO1	July

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					2016
	b	What are the nature and characteristics of management?	6	CO1	July 2016
	c	Explain the different skills and different levels of management.	5	CO1	July 2016
	d	Define planning. Explain briefly hierarchy of plans.	5	CO2	July 2016
	e	Explain the nature and importance of staffing.	6	CO4	July 2016
2	a	What is leadership? What are the major approaches of leadership?	6	CO3	July 2016
	b	Explain the steps in controlling.	6	CO4	July 2016
	c	Compare the Maslow's need hierarchy theory with Herzberg's two factor theory.	8	CO4	July 2016
	d	Explain any three techniques of coordination.	6	CO3	Jan 2015
3	a	Define entrepreneur. Differentiate between entrepreneur and intrapreneur.	7	CO5	July 2016
	b	Write a note on: growth of industrial entrepreneurship	5	CO5	July 2016
	c	Describe any five specific management problems faced by entrepreneur.	10	CO5	Jan 2015
4	a	What are the steps involved in formulation of project report?	5	CO6	July 2016
	b	Write the need and significance of project report.	8	CO6	July 2016
	c	Give the meaning of a project.	2	CO6	July 2016
	d	Describe the several stages followed in project formulation.	10	CO6	Jan 2015
5	a	Describe the objectives of setting up SSI's in India.	6	CO8	Jan 2015
	b	Briefly explain the steps required for establishing an SSI.	8	CO8	Jan 2015
	c	Describe the principles offered by NSIC for the promotion SSI in India.	10	CO9	Jan 2015
	d	Write a note on SISI, DIC, SIDBI, SIDO.	10	CO9	July

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