Ref No:			

#29, Hesaraghatta Main road, Chimney Hills, Chikkabanavara P.O.,
Bengaluru – 560090, Karnataka, INDIA
Phone / Fax :+91 80 23721477 -STD- 080 23721315
Web:www.skit.org.in
E-mail:skit1princi@gmail.com/principal@skit.org.in



COURSE PLAN

Academic Year 2019 – 20

Program:	B E -ELECTRICAL AND ELECTRONICS ENGINEERING
Semester:	V
Course Code:	17EE51
Course Title:	Management and Entrepreneurship Development
Credit / L-T-P:	4/4-0-0
Total Contact Hours:	50
Course Plan Author:	DINESH P

Academic Evaluation and Monitoring Cell

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Bengaluru – 560090, Karnataka, INDIA
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Web:www.skit.org.in
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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

17EE51: Management and Entrepreneurship

A. COURSE INFORMATION

1. Course Overview

Degree:	B.E	Program:	EEE
Year / Semester :	5/3	Academic Year:	2019-20
Course Title:	Management and Entrepreneurship	Course Code:	17EE51
Credit / L-T-P:	4/4-0-0	SEE Duration:	180 Minutes
Total Contact Hours:	50	SEE Marks:	60
CIA Marks:	40	Assignment	1 / Module
Course Plan Author:	Mr. DINESH P	Sign	Dt:
Checked By:		Sign	Dt:

2. Course Content

Content / Syllabus of the course as prescribed by University or designed by institute. Identify 2

concepts per module as in G.

	epts per module as in a.		I	
Mod	Module Content	Teaching	Module	Bloo
ule		Hours	Concepts	ms
				Level
1	Management: Nature and Functions of Management	10	-Management as	L2
	Importance, Definition, Management Functions, Levels of		a profession.	
	Management, Roles of Manager, Managerial Skills,		-Staff selection	
	Management & Administration, Management as a Science, Art		techniques.	
	& Profession			
	Planning: Planning, Nature, Importance, Types, Steps and			
	Limitations of Planning; Decision Making Meaning, Types and			
	Steps in Decision Making			
2	Organizing and Staffing: Organization Meaning, Characteristics,	10	-Successful	L2
	Process of Organizing, Principles of Organizing, Span of		communication.	
	Management (meaning and importance only),		-Manage control.	
	Departmentalisation, Committees			
	Meaning, Types of Committees; Centralization			
	Vs Decentralization of Authority and Responsibility;			
	Staffing Need and Importance, Recruitment and Selection			
	Process			
	Directing and Controlling:			
	Meaning and Requirements of Effective Direction, Giving			
	Orders; Motivation Nature of Motivation, Motivation Theori			
	es (Maslow's Need -Hierarchy Theory and Herzberg's Two			
	Factor Theory); Communication Meaning, Importance and			
	Purposes of Communication; Leadership Meaning,			
	Characteristics, Behavioural Approach of Leadership;			
	Coordination Meaning, Types, Techniques of Coordination;			
	Controlling Meaning, Need for Control System, Benefits of			
	Control, Essentials of Effective Control System, Steps in Control			
	Process			
3	Social Responsibilities of Business: Meaning of Social	10	- Entrepreneurial	L2
	Responsibility, Social Responsibilities of Business towards		process	
	Different Groups, Social Audit, Business Ethics			
	and Corporate Governance.			
	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			
4	Modern Small Business Enterprises: Role of Small Scale	10	- SSI-Institution	L2
4	Industries, Impact of Globalization and WTO on SSIs,	10	support.	LZ
	Concepts and definitions of SSI Enterprises,		зарроге.	
	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, Ancillary Industry a			
	nd Tiny Industry (Definition only)			
	Institutional Support for Business Enterprises: Introduction,			
	Policies & Schemes of Central Level Institutions, State Level			
	Institutions			
5	Projects Management: A Project. Search for a Business	10		L3
	idea:Introduction, Choosing an Idea, Selection of product, The		Project	
	Adoption process, Product Innovation, Product Planning and		evaluation for	
	Development Strategy, Product Planning and Development		successful	
	Process. Concepts of Projects and Classification:Introduction,		implementation.	
	Meaning of Projects, Characteristics of a Project, Project Levels,		-Functional business system.	
	Project Classification, Aspects of a Project, The project Cycle,		business system.	
	Features and Phases of Project management, Project			
	Management Processes.			
	Project Identification: Feasibility Report, Project Feasibility			
	Analysis. Project Formulation: Meaning, Steps in Project			
	formulation, Sequential Stages of Project Formulation, Project			
	Evaluation. Project Design and Network Analysis:			
	Introduction, Importance of Network Analysis, Origin of PERT			
	and CPM, Network, Network Techniques, Need for Network			
	Techniques, Steps in PERT, CPM, Advantages, Limitations and			
	Differences.			

3. Course Material

Books & other material as recommended by university (A, B) and additional resources used by course teacher (C)

- 1. Understanding: Concept simulation / video ; one per concept ; to understand the concepts ; 15 30 minutes
- 2. Design: Simulation and design tools used software tools used; Free / open source
- 3. Research: Recent developments on the concepts publications in journals; conferences etc.

Mod	Details	Available
ule		
Α	Text books (Title, Authors, Edition, Publisher, Year.)	
1,2,3	Principles of Management P.C Tripathi, P.N Reddy, McGraw Hill Education, 6	In Lib
	thEdition, 2017.	
	Entrepreneurship Development Small Business Enterprises Poornima M	In Lib
	Charantimath, Pearson Education 2008	
5	Dynamics of Entrepreneurial Development and Management by Vasant Desai.	In Lib
	HPH 2007	
В	Reference books (Title, Authors, Edition, Publisher, Year.)	
1,2,3,	Management & Entrepreneurship by NV R Naidu	In Dept
4,5		
С	Concept Videos or Simulation for Understanding	
C1	Management:	
	https://www.youtube.com/watch?v=0GyKxRYx1tQ	
C2	Planning:	
	https://i.ytimg.com/vi/Bx6OyKdtrgU/hqdefault.jpg?sqp=-	

On4CLBM-H2MSOEArwvMqKK-PXXIa7MkCg C3 Organizing and Staffing: https://www.youtube.com/watch?v=PDvkj7zBiOw https://www.youtube.com/watch?v=QqcF_AwReco C4 Directing and Controlling: https://www.youtube.com/watch?v=2RtN1Z1aheM https://www.youtube.com/watch?v=ovNYNu6vM C5 Social Responsibilities of Business: https://www.youtube.com/watch?v=Z5KZhm1gEOo C6 Entrepreneurship https://www.youtube.com/watch?v=Xcsp0486olY https://www.youtube.com/watch?v=XkoRWAhJVg C7 Modern Small Business Enterprises https://www.youtube.com/watch?v=NmuvJyC3JUo Institutional Support for Business Enterprises https://www.youtube.com/watch?v=NFTBbfYGM6A C9 Projects Management https://www.youtube.com/watch?v=Wk607ruc8Po C10 Project Design and Network Analysis: https://www.youtube.com/watch?v=VUMGvpsb8dc D Software Tools for Design			
C3 Organizing and Staffing: https://www.youtube.com/watch?v=PDvkj7zBiOw https://www.youtube.com/watch?v=gqcF_AwReco C4 Directing and Controlling: https://www.youtube.com/watch?v=2RtN1Z1aheM https://www.youtube.com/watch?v=0vNYNu6vM C5 Social Responsibilities of Business: https://www.youtube.com/watch?v=Z5KZhm1gEOo C6 Entrepreneurship https://www.youtube.com/watch?v=Xcsp0486olY https://www.youtube.com/watch?v=vXKoRWAhJVg C7 Modern Small Business Enterprises https://www.youtube.com/watch?v=NmuvJyC3JUo C8 Institutional Support for Business Enterprises https://www.youtube.com/watch?v=NFTBbfYGM6A C9 Projects Management https://www.youtube.com/watch?v=Wk607ruc8Po C10 Project Design and Network Analysis: https://www.youtube.com/watch?v=vUMGvpsb8dc D Software Tools for Design		oaymwEjCPYBEIoBSFryq4qpAxUIARUAAAAAGAElAADIQjoAgKJDeAE=&rs=A	
https://www.youtube.com/watch?v=PDvkj7zBiOw https://www.youtube.com/watch?v=9qcF_AwReco C4 Directing and Controlling: https://www.youtube.com/watch?v=2RtN1Z1aheM https://www.youtube.com/watch?v=0vNYNu6vM C5 Social Responsibilities of Business: https://www.youtube.com/watch?v=Z5KZhm1gEOo C6 Entrepreneurship https://www.youtube.com/watch?v=Xcsp0486olY https://www.youtube.com/watch?v=vXKoRWAhJVg C7 Modern Small Business Enterprises https://www.youtube.com/watch?v=NmuvJyC3JUo C8 Institutional Support for Business Enterprises https://www.youtube.com/watch?v=NFTBbfYGM6A C9 Projects Management https://www.youtube.com/watch?v=Wk607ruc8P0 C10 Project Design and Network Analysis: https://www.youtube.com/watch?v=vUMGvpsb8dc D Software Tools for Design		On4CLBM-H2MSOEArwvMqKK-PXXIa7MkCg	
https://www.youtube.com/watch?v=gqcF_AwReco C4 Directing and Controlling: https://www.youtube.com/watch?v=2RtN1Z1aheM https://www.youtube.com/watch?v=ovNYNu6vM C5 Social Responsibilities of Business: https://www.youtube.com/watch?v=Z5KZhm1gEOo C6 Entrepreneurship https://www.youtube.com/watch?v=Xcsp0486olY https://www.youtube.com/watch?v=VXKoRWAhJVg C7 Modern Small Business Enterprises https://www.youtube.com/watch?v=NmuvJyC3JUo C8 Institutional Support for Business Enterprises https://www.youtube.com/watch?v=NFTBbfYGM6A C9 Projects Management https://www.youtube.com/watch?v=Wk607ruc8Po C10 Project Design and Network Analysis: https://www.youtube.com/watch?v=vUMGvpsb8dc D Software Tools for Design	C3	Organizing and Staffing:	
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		https://www.youtube.com/watch?v=vUMGvpsb8dc	
https://www.youtube.com/watch?v=KltTgxJ18cs	D	Software Tools for Design	
		https://www.youtube.com/watch?v=KltTgxJ18cs	

4. Course Prerequisites

Refer to GL01. If prerequisites are not taught earlier, GAP in curriculum needs to be addressed. Include in Remarks and implement in B.5.

Students must have learnt the following Courses / Topics with described Content

SNo	Course	Course Name	Module / Topic / De	escription	Sem	Remarks	Blooms
	Code						Level
1		Management	 Knowledge of manag 	ement	5	Plan Gap Course	Manage
							ment
2		Entrepreneurship	4. Knowledge of entrep	reneurship	-	Plan Gap Course	Entrepr
							eneursh
							ip

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

5. Content for Placement, Profession, HE and GATE

The content is not included in this course, but required to meet industry & profession requirements and help students for Placement, GATE, Higher Education, Entrepreneurship, etc. Identifying Area / Content requires experts consultation in the area.

Topics included are like, a. Advanced Topics, b. Recent Developments, c. Certificate Courses, d. Course Projects, e. New Software Tools, f. GATE Topics, q. NPTEL Videos, h. Swayam videos etc.

Mod	Topic / Description	Area	Remarks	Blooms
ules				Level

B. OBE PARAMETERS

1. Course Outcomes

Expected learning outcomes of the course, which will be mapped to POs. Identify a max of 2 Concepts per Module. Write 1 CO per Concept.

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#	Cos	Teach.	Concept	Instr	Assessment	Blooms'
	students should be able to	Hours	· ·	Method	Method	Level
17EE51.1	Understand the functional areas of management for an organization.	5	Managemen t as a profession.	Chalk and Board	Assignment, Unit test and IA	L2 Understan d
	Apply the knowledge of planning	5	Decision Making	Chalk and Board	Assignment, Unit test and IA	d
	To explain need of coordination between the manager and staff in exercising the authority and delegating duties.	5	Staffing	Chalk and Board	Assignment, Unit test and IA	L2 Understan d
17EE51.4	To discuss the ways in which work is allocation, structure of organizations, modes of communication and importance of managerial control in business	5	Controlling	Chalk and Board	Assignment, Unit test and IA	L2 Understan d
	Explain the importance of SSI and business plans in the industrialization and economy by comparing the micro and small industry.		SSI	Chalk and Board	Assignment, Unit test and IA	L2 Understan d
17EE51.6	Understand the financial support in SSI to setup an enterprise.	6	Managemen t of entrepreneur Institution support	Chalk and Board	Assignment, Unit test and IA	L2 Understan d
17EE51.7	Understand the role and importance of an entrepreneur for the economic development.	,	Functional business system	Chalk and Board	Assignment, Unit test and IA	d
	Understand the financial support in SSI to setup an enterprise.		Institution support	Chalk and Board	Assignment, Unit test and IA	d
17EE51.9	management and discuss capitol building process.	5	Project managemen t for successful implementati on	Chalk and Board	Assignment, Unit test and IA	d
17EE51.10	Use the business management in an enterprise.	5	Functional business system	Chalk and Board	Assignment, Unit test and IA	L3 Apply

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

2. Course Applications

Write 1 or 2 applications per CO. Students should be able to employ / apply the course learnings to

Stude	tudents should be able to employ 7 apply the course learnings to				
Mod		CO	Level		
ules	Compiled from Module Applications.				
1	Used in organization	CO1	L2		
1	Used for planning by the employees in an organization	CO2	L2		
2	For the proper organizing and staffing in the organization	CO3	L2		
2	Control techniques to direct the employees in an organization	CO4	L2		

3	Social responsibilities of business towards different groups	CO5	L2
3	For an entrepreneur	CO6	L2
4	For the development of small scale industries	CO7	L2
4	Financial support in small scale industries	CO8	L2
5	For the evaluation of project reports	CO9	L2
5	For planning the resources in any enterprise	CO10	L3

4. Mapping Justification

Мар	ping Justification				
СО	РО	-	Level -		
CO1	PO1	Knowledge about the functional areas of management	L2		
CO1	PO2	Analyze the functions of management.	L2		
CO2	PO1	Knowledge about planning	L2		
CO2	PO2	Analyze the planning and decision making	L2		
CO3	PO1	Knowledge about organizing	L2		
CO3	PO2	Analyze the committee and staffing	L2		
CO4	PO1	Knowledge about the effective direction	L2		
CO4	PO2	Analyze the need of control system	L2		
CO4	PO10	Analyze the purpose of communication	L2		
CO5	PO1	Knowledge about Social Responsibilities of Business	L2		
CO5	PO2	Analyze the Social Responsibilities of Business towards Different Groups	L2		
CO6	PO1	Knowledge of entrepreneur	L2		
CO6	PO2	Analyze of Entrepreneurial Development	L2		
CO7	PO1	Knowledge of SSI	L2		
CO7	PO2	Analyze of Growth and Performance of Small Scale Industries	L2		
CO8	PO1	Knowledge of Policies & Schemes for SSI	L2		
CO8	PO2	Analyze of Institutional Support for Business Enterprises	L2		
CO9	PO1	Knowledge of Projects management	L2		
CO9	PO2	Analyze of Project Management Processes	L2		
CO10	PO1	Knowledge of design and network of project management	L3		
CO10	PO2	Analyze of techniques and analysis of project management	L3		

Note: Write justification for each CO-PO mapping.

4. Articulation Matrix

(CO - PO MAPPING)

(CO - P	O MAPPING	a <i>)</i>																
-	-	Course Outcomes		Program Outcomes														
Modul	#	Cos	PO ₁	РО	РО	РО	PO5	РО	РО	РО	PO9	PO ₁	РО	РО	PS	PS	PS	Lev
es		Student will be	þ	2	3	4		6	7	8		0	11	12	01	02	O3	el
		able to																
1	15EC51.1		2	3	-	-	-	-	-	-	-	_	-	-	-	-	-	L2
		field of																
		management, task																
		of the manager																
1	15EC51.2	Apply the	2	3	-	-	-	-	-	-	-	_	-	-	-	-	-	L2
		knowledge of	f															
		planning and	d															
		decision making																
2		Discuss work		3	-	-	-	-	-	-	-	_	-	-	-	-	-	L2
		allocation, the	,															
		structure of																
		organization, the	,															
		importance of	f															
		staffing																

2	15EC51.4	To explain need of coordination between the manager and staff in exercising the authority and delegating duties.		3	-	_	-	-	-	-	-	2	-	-	-	-	-	L2
3	15EC51.5	Understand the role of social responsibility of business and leadership		3	-	-	-	-	-	-	-	-	-	-	-	-	-	L2
3	15EC51.6	Explain the concepts of entrepreneurship and the role and importance of the entrepreneur in economic development		2	-	-	-	-	-	-	-	-	-		-	-	1	L2
4	15EC51.7	Understanding of the role and importance of Small Scale Industries, business plan and its presentation	1	2	-	-	-	-	-	-	-	-	-	1	-	-	-	L2
4	15EC51.8	Understand the financial support in SSI to setup an enterprise.		3	-	-	-	-	-	-	-	-	-	-	-	-	-	L2
5	15EC51.9	Discuss the concepts of project management, capital building process, project feasibility study		2	-	-	-	-	-	-	-	-	-	-	-	-	-	L2
5	15EC51.10	Explain project appraisal and project financing.		2	-	-	-	-	-	-	-	-	-	-	-	-	-	L3
-	15EC51	Average attainment (1, 2, or 3)		2.6		-	-	-	-	-	-	2	-	-	-	-	-	_
-	PO, PSO	1.Engineering Knowledge; 2.Problem Analysis; 3.Design / Development of Solutions; 4.Conduct Investigations of Complex Problems; 5.Modern Tool Usage; 6.The Engineer and Society; 7.Environment and Sustainability; 8.Ethics; 9.Individual and Teamwork; 10.Communication; 11.Project Management and Finance; 12.Life-long Learning; S1.Software Engineering; S2.Data Base Management; S3.Web Design																

5. Curricular Gap and Content

Topics & contents not covered (from A.4), but essential for the course to address POs and PSOs.

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

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

6. Content Beyond Syllabus

Mod	Gap Topic	Area	Actions Planned	Schedule	Resources	PO Mapping
ules				Planned	Person	

Note: Anything not covered above is included here.

C. COURSE ASSESSMENT

1. Course Coverage

Assessment of learning outcomes for Internal and end semester evaluation. Distinct assignment for

each student. 1 Assignment per chapter per student. 1 seminar per test per student.

	ich student. I Assignment per chapter per student. I serninar per test per student.									
Mod	Title	Teaching			f quest		Exam		CO	Levels
ule		Hours	CIA-1	CIA-2	CIA-3	Asg	Extra	SEE		
#							Asg			
1	Management & Planning	10	2	_	-	1	_	2	CO1,	L2
									CO2	
2	Organizing, Staffing, Directing and	10	2	-	-	1	-	2	CO3,	L2
	Controlling								CO4	
3	Social responsibilities of business	10	-	2	-	1	-	2	CO5,	L2,
	and Entrepreneurship								CO6	
4	Modern small business enterprises	10	-	2	_	1	-	2	CO7,	L2
									C08	
5	Projects Management	10	-	-	4	1	-	2	CO9,	L3
									CO10	
-	Total	50	4	4	4	5	-	10	-	-

2. Continuous Internal Assessment (CIA)

Assessment of learning outcomes for Internal exams. Blooms Level in last column shall match with A.2.

	 	
10	009,0010	<u></u>
		L3
10	CO5, CO6, CO7, CO8	L2
10	CO1, CO2, CO3, CO4	L2
30	CO9,CO10	L3
30		L2
30	CO1, CO2, CO3, CO4	L2
Weightage in Marks	CO	Levels
• • • • • • •	Weightage in Marks 30 30 30	30 CO1, CO2, CO3, CO4 30 CO5, CO6, CO7, C08 30 CO9,CO10 10 CO1, CO2, CO3, CO4 10 CO5, CO6, CO7, CO8

D1. TEACHING PLAN - 1

Module - 1

Title:	Management & Planning	Appr Time:	10 Hrs
а	Course Outcomes	-	Blooms
-	The student should be able to:	-	Level
1	Understand the field of management, task of the manager	CO1	L2
2	Apply the knowledge of planning and decision making	CO2	L2
b	Course Schedule		
	Module Content Covered	CO	Level
1	Management: Nature and Functions of Management	C01	L2
_	Importance, Definition	001	
2	Management Functions, Levels of Management,	C01	L2
3	Roles of Manager, Managerial Skills,	C01	L2
4	Management & Administration, Management as a Science,	C01	 L2
5	Art & Profession	C02	L2
6	Planning: Planning, Nature, Importance	C02	L2
7	Types of Planning	C02	L2
8	Steps and Limitations of Planning	C02	L2
9	Decision Making Meaning, Types	C02	L2
10	Steps in Decision Making	C02	L2
С	Application Areas	СО	Level
1	Used in organization	CO1	L2
2	Used for planning by the employees in an organization	CO2	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 6	Explain modern management approaches. What is planning? Explain the importance of planning	CO1 CO2	L2
	Difference between strategic and tactical planning.	CO2	<u>L2</u> L2
7 8	Explain the steps involved in planning.	CO2	L2
9	Explain the steps involved in planning. Explain the types of decision making	CO2	L2
10	Explain the types of decision making Explain the steps in decision making	CO2	L2
	Explain the steps in decision making	002	
е	Experiences	-	-
1			
2			
3			
4			
5			

Module – 2

Title:	Organizing, Staffing, Directing and Controlling	Appr	10 Hrs

		Time:	
a	Course Outcomes	-	Blooms
-	The student should be able to:	-	Level
1	To explain need of coordination between the manager and staff in exercising the authority and delegating duties.	CO3	L2
2	To discuss the ways in which work is allocation, structure of organizations,	CO4	L2
	modes of communication and importance of managerial control in		
	business		
b	Course Schedule	-	-
lass N	o Module Content Covered	СО	Level
1	Organizing and Staffing: Organization Meaning, Characteristics, Process of Organizing	CO3	L2
2	Principles of Organizing, Span of Management (meaning and importance only), Departmentalization, Committees Meaning	CO3	L2
3	Types of Committees, Centralization Vs Decentralization of Authority and Responsibility	CO3	L2
4	Staffing Need and Importance	CO3	L2
	Recruitment and Selection Process	CO3	L2
6	Directing and Controlling: Meaning and Requirements of Effective Direction, Giving Orders	CO4	L2
7	Motivation Nature of Motivation, Motivation Theories (Maslow's Need -Hierarchy Theory and Herzberg's Two Factor Theory)	CO4	L2
8	Communication Meaning, Importance and Purposes of Communication; Leadership Meaning, Characteristics, Behavioural Approach of	CO4	L2
9	Leadership Coordination Meaning, Types, Techniques of Coordination; Controlling	CO4	L2
10	Meaning, Need for Control System Benefits of Control, Essentials of Effective Control System, Steps in	CO4	L2
	Control Process		
С	Application Areas	СО	Level
1	For the proper organizing and staffing in the organization	CO3	L2
2	Control techniques to direct the employees in an organization	CO4	L2
d	Review Questions	_	_
1	Define Organization. Explain the Characteristics Organizing	CO3	L2
2	Explain the Principles of Organizing	CO3	L2
3	Explain the Types of Committees	CO3	L2
4	Define Staffing. Explain the Need and Importance of staffing	CO3	L2
5	Explain the Recruitment and Selection Process	CO3	L2
6	Define Directing and Controlling. Explain the Requirements of Effective Direction	CO4	L2
7	Define Motivation. Explain the Nature of Motivation	CO4	L2
8	Define Communication. Explain Importance and Purposes of Communication	CO ₄	L2
9	Define Coordination. Explain Techniques of Coordination	CO ₄	L2
10	Explain Essentials of Effective Control System	CO4	
d	Review Questions	-	-
			_
е	Experiences	-	
1	Experiences	-	_
1 2	Experiences	-	_
1 2 3	Experiences	-	-
1 2	Experiences	-	-

E1. CIA EXAM - 1

a. Model Question Paper - 1

Crs (Code	15ES51	Sem:	V	Marks:	30	Time:	75 minute	S	
Cour	rse:	Managem	ent and Er	ntrepreneu	rship					
-		Note: Ans	Marks	CO	Level					
1		Explain the	5	CO1	L2					
		Explain the	5	CO1	L2					
	С	Briefly exp	lain Mana	gerial Skills	S			5	CO1	L2
					OR					
2		Briefly exp			<u> </u>			5	CO2	L2
		Briefly exp						5	CO2	L2
	С	Explain the	e steps in o	decision m	aking			5	CO2	L2
3		Explain the						5	CO3	L2
	b	Define Co	nmittees.	Differentiat	te between Ce	entraliza	tion	5	CO3	L2
					y and Respons					
	С	Explain the	e Recruitm	ent and Se	election Proces	SS		5	CO3	L2
					OR					
4		Explain Mo						5	CO4	L2
		Explain the	5	CO4	L2					
	С	Explain the	e Steps in	Control Pro	ocess			5	CO4	L2

b. Assignment -1

			Mod	del Assignmen	t Questi	ions				
Crs C	ode: 15ES51	Sem:	V	Marks:	10	Time:	75 minute	S		
Cours	se: MANAC	SEMENT AND	ENTREP	RENEURSHIP		'				
Note:	Note: Each student to answer 2-3 assignments. Each assignment carries equal mark.									
SNo	USN			signment Des			Marks	СО	Level	
1				Explain the lev		nanagement	5	CO1	L2	
2				lved in plannii			5	CO1	L2	
3				ecision makin	g		5	CO1	L2	
4		Explain the					5	CO1	L2	
5		Briefly expl					5	CO1	L2	
6				ecision making)		5	CO2	L2	
7		Briefly expl					5	CO2	L2	
8				ance of planni			5	CO2	L2	
9				ecision makin			5	CO2	L2	
10				ions of Plannir	ng		5	CO2	L2	
11				of Organizing			5	CO3	L2	
12				Committees			5	CO3	L2	
13		Explain the	need & im	portance of st	affing		5	CO3	L2	
14		Differentiat	e betweer	n Centralizatio	n Vs De	centralization	5	CO3	L2	
15		Explain Dep	partmental	ization			5	CO3	L2	
16		Explain the	Importance	ce of Commur	nication		5	CO4	L2	
17		Explain the	Purposes	of Communica	ation		5	CO4	L2	
18				al Approach c	f Leade	ership	5	CO4	L2	
19		Explain the	benefits o	f control			5	CO4	L2	
20		Explain the	need for c	control system	S		5	CO4	L2	

D2. TEACHING PLAN - 2

Module - 3

_		<u></u>		
	Title:	Social Responsibilities of Business & Entrepreneurship	Appr	10 Hrs

		Time:	
а	Course Outcomes	-	Blooms
-	The student should be able to:	-	Level
1	Understand the role of social responsibility of business and leadership	CO5	L2
2	Explain the concepts of entrepreneurship and the role and importance of	CO6	L2
	the entrepreneur in economic development		
_			
b	Course Schedule		<u> </u>
	Module Content Covered	СО	Level
1	Social Responsibilities of Business: Meaning of Social Responsibility	CO5	L2
2	Social Responsibilities of Business towards Different Groups	CO5	L2
3	Social Audit	CO5	L2
4	Business Ethics	CO5	L2
5	Corporate Governance.	CO5	L2
6	Entrepreneurship: Definition of Entrepreneur, Importance of Entrepreneurship	CO6	L2
7	concepts of Entrepreneurship, Characteristics of successful Entrepreneur	CO6	L2
8	Classification of Entrepreneurs, Myths of Entrepreneurship,	CO6	L2
9	Entrepreneurial Development models, Entrepreneurial development cycle	CO6	L2
10	Problems faced by Entrepreneurs and capacity building for Entrepreneurship	CO6	L2
С	Application Areas	СО	Level
1	Social responsibilities of business towards different groups	CO5	L2
2	For an entrepreneur	CO6	L2
d	Review Questions	-	-
1	Explain Social Responsibilities of Business towards different Groups	CO5	L2
2	Explain Meaning of Social Responsibility	CO5	L2
3	Explain Social Audit	CO5	L2
4	Explain Business Ethics	CO5	L2
5	Explain Corporate Governance	CO5	L2
6	Define Entrepreneur. Explain the Importance of Entrepreneurship	CO6	L2
7	Explain the Concepts of Entrepreneurship	CO6	L2
8	Explain the Characteristics of successful Entrepreneur	CO6	L2
9	Explain the Classification of Entrepreneurs	CO6	L2
10	Explain the Myths of Entrepreneurship	CO6	L2
е	Experiences	-	-
1			
2			
3			
4			
5			

Module - 4

	•		
Title:	Modern Small Business Enterprises & Institutional Support for Business	Appr	10 Hrs
	Enterprises	Time:	
a	Course Outcomes	-	Blooms
-	The student should be able to:	-	Level
1	Understanding of the role and importance of Small Scale Industries,	CO7	L3
	business plan and its presentation		
2	Understand the financial support in SSI to setup an enterprise.	CO8	L3

b	Course Schedule		
Class No	Module Content Covered	СО	Level
1	Modern Small Business Enterprises: Role of Small Scale Industries,	CO7	L3
2	Impact of Globalization	CO7	L3
3	WTO on SSIs,	CO7	L3
4	Concepts and definitions of SSI Enterprises,	CO7	L3
5	Government policy and development of the Small Scale sector in India	CO7	L3
6	Growth and Performance of Small Scale Industries in India	CO8	L3
7	Sickness in SSI sector	CO8	L3
8	Problems for Small Scale Industries Ancillary Industry and Tiny Industry (Definition only)	CO8	L3
9	Institutional Support for Business Enterprises: Introduction, Policies & Schemes of Central Level Institutions	CO8	L3
10	State Level Institutions	CO8	L3
С	Application Areas	CO	Level
1	For the development of small scale industries	CO7	L3
2	Financial support in small scale industries	CO8	L3
d	Review Questions	-	-
1	Explain the Role of Small Scale Industries	CO7	L3
2	Explain the Impact of Globalization on SSIs	CO7	L3
3	Explain the WTO on SSIs	CO7	L3
4	Explain the Concepts and definitions of SSI Enterprises	CO7	L3
5	Explain the Government policy and development of the Small Scale sector in India	CO7	L3
6	Explain the Growth and Performance of Small Scale Industries in India	CO7	L3
7	Explain the Problems for Small Scale Industries	CO7	L3
8	Explain the Sickness in SSI sector	CO7	L3
9	Explain the Policies & Schemes of Central Level Institutions	CO8	L3
10	Explain the Policies & Schemes of State Level Institutions	CO8	L3
е	Experiences	-	-
1			
2			
3			
4			
5			

E2. CIA EXAM – 2

a. Model Question Paper - 2

Crs (75	75 minutes		
Cour	se:	MANAG	EMENT AND I	ENTREPRENI	EURSHIP		·				
-	-	Note: Ar	nswer any 2 q	uestions, ea	ch carry eq	ual mar	rks.		Marks	СО	Level
1	а	Explain 9	blain Social Responsibilities of Business towards different Groups							CO5	L2
	b	Explain I	Meaning of Sc	cial Respons	sibility				5	CO5	L2
	С	Explain 9	Social Audit						5	CO5	L2
					OR						
2	a	Explain t	the Entrepren	eurial Devel	opment mo	dels			5	CO6	L2
	b	Explain t	the Characteri	stics of succe	essful Entre	epreneu	r		5	CO6	L2
	С	Explain t	the Myths of E	ntrepreneurs	ship				5	CO6	L3
3	a	Explain /	Ancillary Indus	stry and Tiny	Industry				5	CO7	L2
	b	Explain t	the Problems	for Small Sc	ale Industri	es			5	CO7	L2

	С	Explain the Role of Small Scale Industries	5	CO7	L2
		OR			
4	а	Explain the Policies & Schemes of Central Level Institutions	8	CO8	L2
	b	Explain the Policies & Schemes of State Level Institutions	7	CO8	L2

b. Assignment – 2

				Мо	del Assignmen	t Questic	ons			
Crs C	ode: 1	5ES51	Sem:	V	Marks:	10	Time:	75 minutes	5	
Cours	se: M	1ANAGEM	ENT AND	ENTREP	RENEURSHIP		·			
Note:	Each s	student to a	answer 2-3	3 assignr	nents. Each as:	signmen	t carries equal m	ark.		
SNo	USN			Assig	nment Descrip	tion		Marks	СО	Level
1					al Responsibilit			5	CO5	L2
2		Explain th	e Social R	esponsik	oilities of Busin	ess towa	ards Different	5	CO5	L2
		Groups								
3			ocial Audit					5	CO5	L2
4			usiness Etl					5	CO5	L2
5			orporate G					5	CO5	
6					elopment mod			5	CO6	L2
7					elopment cycle)		5	CO6	L2
8					Entrepreneurs			5	CO6	L2
9					Entrepreneurs			5	CO6	L2
10		-			f successful Er	ntrepren	eur	5	C06	L2
11					ale Industries			5	CO7	L2
12					ization on SSIs	;		5	CO7	L2
13			e WTO on					5	CO7	L2
14					efinitions of SSI			5	CO7	L2
15		Explain th sector in I		nent pol	icy and develo	pment o	f the Small Scale	5	CO7	L2
16		Explain th	e Sickness	s in SSI s	ector			5	CO7	L2
17		Explain th	e Problem	s for Sm	all Scale Indus	tries		5	CO7	L2
18		Explain th	e Importai	nce of Er	ntrepreneurshi)		5	CO7	L2
19		Explain th	e Policies	& Schen	nes of Central I	_evel Ins	titutions	5	CO8	L2
20		Explain th	e Policies	& Schen	nes of State Le	evel Insti	tutions	5	CO8	L2
				·						

D₃. TEACHING PLAN - 3

Module - 5

Title:	Projects Management, Project Design and Network Analysis	Appr	10 Hrs			
		Time:				
a	Course Outcomes	-	Blooms			
-	The student should be able to:	-	Level			
1	Discuss the concepts of project management, capital building process, project feasibility study	CO9	L2			
2	Explain project appraisal and project financing.	CO10	L2			
b	Course Schedule					
Class No	Class No Module Content Covered					

1	Projects Management: A Project. Search for a Business idea:Introduction,	CO9	L2
	Choosing an Idea, Selection of product		
2	The Adoption process, Product Innovation, Product Planning and Development Strategy	CO9	L2
		CO0	
3	Product Planning and Development Process. Concepts of Projects and Classification:Introduction, Meaning of Projects	CO9	L2
4	Characteristics of a Project , Project Levels, Project Classification	CO9	L2
5	Aspects of a Project, The project Cycle, Features and Phases of Project	CO9	12
)	management, Project Management Processes.		
6	Project Identification: Feasibility Report, Project Feasibility Analysis.	CO10	L2
7	Project Formulation: Meaning, Steps in Project formulation, Sequential	CO10	L2
,	Stages of Project Formulation		
8	Project Evaluation. Project Design and Network Analysis: Introduction,	CO10	L2
	Importance of Network Analysis		
9	Origin of PERT and CPM, Network, Network Techniques, Need for	CO10	L3
	Network Techniques		
10	Steps in PERT, CPM, Advantages, Limitations and Differences.	CO10	L3
С	Application Areas		
1	For the evaluation of project reports	CO9	L2
2	For planning the resources in any enterprise	CO10	L3
d	Review Questions	00-	1 -
1	Explain Choosing an Idea	CO9	L3
1 2	Explain Choosing an Idea Explain Selection of product	CO9	L3
1 2 3	Explain Choosing an Idea Explain Selection of product Explain The Adoption process	CO9 CO9	L3 L3
1 2 3 4	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation	CO9 CO9	L3 L3 L3
1 2 3 4 5	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy	CO9 CO9 CO9	L3 L3 L3 L3
1 2 3 4 5 6	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy Explain Sequential Stages of Project Formulation	CO9 CO9 CO9 CO9 CO10	L3 L3 L3 L3 L3
1 2 3 4 5 6	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy Explain Sequential Stages of Project Formulation Explain Project Evaluation	CO9 CO9 CO9 CO10 CO10	L3 L3 L3 L3 L3 L3
1 2 3 4 5 6 7 8	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy Explain Sequential Stages of Project Formulation Explain Project Evaluation Explain Project Feasibility Analysis	CO9 CO9 CO9 CO10 CO10	L3 L3 L3 L3 L3 L3 L3
1 2 3 4 5 6 7 8	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy Explain Sequential Stages of Project Formulation Explain Project Evaluation Explain Project Feasibility Analysis Explain Importance of Network Analysis	CO9 CO9 CO9 CO10 CO10 CO10	L3 L3 L3 L3 L3 L3 L3 L3
1 2 3 4 5 6 7 8	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy Explain Sequential Stages of Project Formulation Explain Project Evaluation Explain Project Feasibility Analysis	CO9 CO9 CO9 CO10 CO10	L3 L3 L3 L3 L3 L3 L3
1 2 3 4 5 6 7 8	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy Explain Sequential Stages of Project Formulation Explain Project Evaluation Explain Project Feasibility Analysis Explain Importance of Network Analysis	CO9 CO9 CO9 CO10 CO10 CO10	L3 L3 L3 L3 L3 L3 L3 L3
1 2 3 4 5 6 7 8 9	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy Explain Sequential Stages of Project Formulation Explain Project Evaluation Explain Project Feasibility Analysis Explain Importance of Network Analysis Explain Need for Network Techniques	CO9 CO9 CO9 CO10 CO10 CO10 CO10	L3 L3 L3 L3 L3 L3 L3 L3 L3
1 2 3 4 5 6 7 8 9 10	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy Explain Sequential Stages of Project Formulation Explain Project Evaluation Explain Project Feasibility Analysis Explain Importance of Network Analysis Explain Need for Network Techniques	CO9 CO9 CO9 CO10 CO10 CO10 CO10	L3 L3 L3 L3 L3 L3 L3 L3 L3
1 2 3 4 5 6 7 8 9 10	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy Explain Sequential Stages of Project Formulation Explain Project Evaluation Explain Project Feasibility Analysis Explain Importance of Network Analysis Explain Need for Network Techniques	CO9 CO9 CO9 CO10 CO10 CO10 CO10	L3 L3 L3 L3 L3 L3 L3 L3 L3
1 2 3 4 5 6 7 8 9 10	Explain Choosing an Idea Explain Selection of product Explain The Adoption process Explain Product Innovation Explain Product Planning and Development Strategy Explain Sequential Stages of Project Formulation Explain Project Evaluation Explain Project Feasibility Analysis Explain Importance of Network Analysis Explain Need for Network Techniques	CO9 CO9 CO9 CO10 CO10 CO10 CO10	L3

E3. CIA EXAM – 3

a. Model Question Paper - 3

Crs (75 minute	minutes		
Cour	se:	MANAGE	EMENT AND	ENTREP	RENEURSHIP	•	·				
-	-	Note: An	swer any 2	questions	, each carry e	qual marl	ks.	Marks	CO	Level	
1	а	Explain t	he Meaning	of Project	S			5	CO9	L2	
	b	Explain t	he Characte	ristics of a	n Project			5	CO9	L2	
	С	Explain 1	The project (Cycle				5	CO9	L2	
					OR						
2	a	Explain F	eatures of F	roject ma	nagement			6	CO9	L2	
	b	Explain	Phases of Pr	oject mar	agement			6	CO9	L2	
	С	Explain F	Project Mana	gement F	rocesses			3	CO9	L2	
							<u> </u>				
3	а	Explain I	mportance c	of Networl	k Analysis			5	CO9	L2	

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	b	Explain Network Techniques	5	CO9	L2
	С	Explain Need for Network Techniques	5	CO9	L2
		OR			
4	a	Explain Steps in PERT	5	CO9	L2
	b	Explain Steps in CPM	5	CO9	L2
	С	List out the Advantages, Limitations and Differences	5	CO9	L3

b. Assignment - 3

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

11010.	/ Calc	otil lot ass	igninent to			Assignment		ions				
Crs C	ode:	15ES51	Sem:	V		Marks:	10	Time	e: 7	'5 minute	es	
	Course: MANAGEMENT AND ENTREPRENEURSHIP											
Note:	Note: Each student to answer 2-3 assignments. Each assignment carries equal mark.											
SNo		USN				ment Desc				Marks	CO	Level
1			Explain Pro	duct Plar	nning a	and Develo	pment	Process		5	CO9	L2
2			Explain Me	aning of I	Projec	ts, Characte	eristics	of a Projec	:t	5	CO9	L2
3			Explain Pro	ject Leve	els					5	CO9	L2
4			Explain Pro	ject Clas	sificati	on				5	CO9	L2
5			Explain Asp	pects of a	a Proje	ct				5	CO9	L2
6			Explain The	e project	Cycle					5	CO9	L2
7			Explain Features and Phases of Project management							5	CO9	L2
8				Explain Project Management Processes						5	CO9	L2
9			Explain Fea				sibility	Analysis		5	CO9	L2
10			Explain Ste							5	CO9	L2
11			Explain Sec				-ormul	ation		5	CO9	L2
12			Explain Pro	•						5	CO9	L2
13			Explain Pro	-						5	CO9	L2
14			Explain Imp		of Net	work Analy	sis			5	CO10	L2
15			Explain Ne							5	CO10	L2
16			Explain Ne							5	CO10	L2
17			Explain Ne			Technique	S			5	CO10	L2
18			Explain Ste							5	CO10	L3
19			Explain Ste							5	CO10	L3
20			List out the	Advanta	iges, L	imitations a	nd Diff	erences		5	CO10	L2

F. EXAM PREPARATION

1. University Model Question Paper

Cou	rse:	MANAGEM	/ Year	Dec /2	2019					
Crs	Code:	17EE51	Sem:	V	Marks:	100	Time:		180 mi	nutes
-					questions carry equ			Marks	СО	Level
1	a	Define mar	Define management?. List and explain the functions of management.							L2
	b	What are t	he different le	evels of ma	anagement.			6	CO1	L2
	С	Explain ea	rly manageme	ent approa	iches.			4	CO1	L2
					OR					
2	a	Explain the steps involved in planning.						5	CO2	L2
	b		types of deci					5	CO2	L2
	С	What is pla	anning? Expla	in the imp	ortance of plannin	g		6	CO2	L2
3	a	Define Org	anization. Exp	lain the Ch	aracteristics Orgai	nizing		5	CO3	L2
	b	Explain the	Explain the Types of Committees						CO3	L2
	С	Explain the Importance of staffing						6	CO3	L2
					OR					
4	а	Define Dire	ecting and Cor	trolling. Li	st the Requiremer	its of Effectiv	'e	5	CO4	L2

		Direction			
	b	Define Motivation. Explain the Nature of Motivation	6	CO ₄	L2
	С	Define Communication. List Importance and Purposes of	5	CO ₄	L2
		Communication			
5	а	Explain Social Audit	5	CO ₅	L2
	b	Explain Business Ethics	6	CO ₅	L2
	С	Explain Corporate Governance	4	CO ₅	L2
		OR			
6	а	Explain the Concepts of Entrepreneurship	6	CO6	L2
	b	Explain the Characteristics of successful Entrepreneur	6	CO6	L2
	С	Explain the Classification of Entrepreneurs	4	CO6	L2
7	a	Explain the Growth and Performance of Small Scale Industries in India	7	CO7	L2
	b	Explain the Problems for Small Scale Industries	9	CO7	L2
		OR			
8	a	Explain the Policies & Schemes of Central Level Institutions	7	CO8	L2
	b	Explain the Policies & Schemes of State Level Institutions	9	CO8	L2
9	a	Explain the Characteristics of a Project	6	CO9	L2
	b	Explain Feasibility Report	5	CO9	L2
	С	Explain Project Classification	5	CO9	L2
		OR			
10	а	Explain Network Techniques	8	CO10	L3
	b	Explain Steps in PERT	8	CO10	L3

2. SEE Important Questions

Course	e:	MANAGE	MENT AND E	NTRFPRFN	JFURSHIP		Mont	h / Year	Dec /2	2010
Crs Co		17EE51	Sem:	V	Marks:	100	Time		180 mi	
0.00				estions. All	questions carry		1	_	-	
Modu		Important						Marks	СО	Year
le		'								
1	1	Explain th	e principal fu	nctions of r	management			8	CO1	
	2	Discuss th	e different ty	pes of mar	nagerial skills			8	CO1	
	3	Explain th	e nature & im	portance c	of planning.			10	CO2	
	4	Discuss th	e different ty	pes of dec	isions.			6	CO2	
2	1			zation. Expl	ain the importar	nt steps in the		8	CO3	
			f organizing							
	2	What is staffing. Explain the steps involved in the selection process					8	CO3		
	3		aslow's need					7	CO4	
	4	Explain th	e essentials d	of an effect	ive control syste	em.		9	CO4	
		D " '		" ""	C	l l'œ			00-	
3	1	Describe the social responsibilities of business towards different						8	CO5	
		groups.			anailaility of lays	!:= = = = := ?		0	005	
	2				onsibility of bus			8	CO5	
	3				ccessful entrepr	eneur		10	CO6	
	4	Explain th	e entreprene	uriai devel	opment cycle.			6	CO6	
	1	Evalain th	o import pro	o o conc of	WTO on small s	saala Industria		8	CO ₇	
4	2				e of small scale			8	CO7	
	3				small industries		uid	8	CO7	
	ر 	organizati	on			uevelopment		0		
	4		y two policie		es			8	CO8	
		oi State le	vel institutior	15.						

5	1	Explain the steps involved in the planning and development of a new	8	CO9	
		product.			
	2	Describe the sequential stages of project formulation	8	CO9	
		Explain the importance of Network analysis.	8	CO10	
	4	Discuss the different steps involved in PERT analysis	8	CO10	

G. Content to Course Outcomes

1. TLPA Parameters

Table 1: TLPA

Мо	Course Content or Syllabus	Content	Blooms'	Final	Identified	Instructi	Assessment
dul	(Split module content into 2 parts which have	Teachin	Learning	Bloo	Action	on	Methods to
e-	similar concepts)	g Hours	Levels	ms'	Verbs for	Methods	Measure
#			for	Leve	Learning	for	Learning
			Content	l		Learning	
Α	В	С	D	Ε	F	G	Н
	Management: Definition, Importance -	5	L2	L2	-	-	-
	Nature and Characteristics of Management,					Lecture	Assignment
	Management Functions, Roles of Manager,				nd		
	Levels of Management, Managerial Skills,						
	Management & Administration, Management as a Science, Art &Profession.						
	as a Science, Art aprofession. Planning : Nature, Importance and Purpose Of	5	L2	L2		Lecture	
	Planning, Types of Plans, Steps in Planning,	5	L2	LZ	- Understa		- Assignment
	Limitations of Planning, Decision Making –				nd		Assignment
	Meaning, Types of Decisions- Steps in				-		
	Decision Making						
	Organizing and Staffing: Meaning, Nature	5	L2	L2	_	Lecture	_
	and Characteristics of Organization - Process	_			Understa		Assignment
	of Organization, Principles of Organization,				nd		_
	Departmentalization, Committees – meaning,				_		
	Types of Committees, Centralization Versus						
	Decentralization of Authority and						
	Responsibility, Span of Control (Definition						
	only), Nature and Importance of Staffing, Process of Selection and Recruitment.						
	Directing and Controlling: Meaning and		12	L2		Lecture	
	Nature of Directing-Leadership Styles,	5	L2	LZ	- Understa		- Assignment
	Motivation Theories Communication –				nd		7 (33)griffierie
	Meaning and Importance, Coordination-				-		
	Meaning and Importance, Techniques of						
	Coordination. Controlling – Meaning, Steps in						
	Controlling						
	Social Responsibilities of Business: Meaning		L2	L2		Lecture	-
	of Social Responsibility, Social				Understa		Assignment
	Responsibilities of Business towards Different				nd		
	Groups, Social Audit, Business Ethics and				-		
	Corporate Governance.	6	L2	1.0		Looturo	
	Entrepreneurship: Definition of Entrepreneur, Importance of Entrepreneurship, concepts of	Ö	L2	L2	- Understa	Lecture	- Assignment
	Entrepreneurship, Characteristics of				nd		Assignine III
	successful Entrepreneur, Classification of				-		
	Entrepreneurs, Intrapreneur – An Emerging						
	· · · · · · · · · · · · · · · · · · ·						

4	Class, Comparison between Entrepreneur and Intrapreneur, Myths of Entrepreneurship, Entrepreneurial Development models, Entrepreneurial development cycle, Problems faced by Entrepreneurs and capacity building for Entrepreneurship. Modern Small Business Enterprises:Role of	7	L2	L2			
4	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	,	LZ	LZ	Understa nd	Lecture	Assignment
4	Institutional Support for Business Enterprises: Introduction, Policies & Schemes of Central-Level Institutions, State-Level Institutions		L2	L2	- Understa nd	- Lecture	- Assignment
5	Projects Management: 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. Concepts of Projects and Classification:Introduction, Meaning of Projects, Characteristics of a Project, Project Levels, Project Classification, Aspects of a Project, The project Cycle, Features and Phases of Project management, Project Management Processes. Project Identification: Feasibility Report, Project Feasibility Analysis. Project Formulation: Meaning, Steps in Project Formulation, Sequential Stages of Project Formulation, Project Evaluation.	5	L2	L2	- Understa nd	Lecture	- Assignment
5	Project Design and Network Analysis:Introduction, Importance of Network Analysis, Origin of PERT and CPM, Network, Network Techniques, Need for Network Techniques, Steps in PERT, CPM,	5	L2 L3	L3	- Understa nd -Apply	- Lecture	- Assignment
	Advantages, Limitations and Differences.						

2. Concepts and Outcomes:

Table 2: Concept to Outcome -

M du e #	ul Outcome - from study of	Concepts	Final Concept	Concept Justification (What all Learning Happened from the study of Content / Syllabus. A short word for learning or outcome)	Methodology, 4.Benchmark)	Course Outcome Student Should be able to
A		J	K	L	М	N
	Functional areas of management	professio n.	skills of an entrepreneur	management.	Management Concepts Principles Of Management	Understand the functional areas of management for an organization.
	Planning	Making	Planning Techniques	planning and decision making	Different Types Planning Techniques	Apply the knowledge of planning
	Organizing	Staffing	Methodology recruitment process	committee ,staffing and organizing	process of staffing	To explain need of coordination between the manager and staff in exercising the authority and delegating duties.
2	Effective direction	Controllin g		Analyze the need of control system	guide and commend to get a proper work	To discuss the ways in which work is allocation, structure of organizations, modes of communication and importance of managerial control in business
3	Social Responsibiliti es of Business	SSI	Responsibiliti es	Business towards Different Groups	Social responsibilities of an entrepreneur in developing a nation in Business	Explain the importance of SSI and business plans
	Entrepreneur	ent of entrepren eur Institution support	an entrepreneur	Entrépreneurial Development	a feasible and necessary concept for large mature corporations; Entrepreneurship management principles.	Understand the financial support in SSI to setup an enterprise.
4	Small scale Industries	Functiona I business system		Analyze of Growth and Performance of Small Scale Industries	the business opportunities.	Understand the role and importance of an entrepreneur for the economic

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							development.
4	Policies &	Institution	Venture	Analyze	of	know	Understand the
	Schemes for	support	Capital	Institutional		Capital investment	financial support in
	SSI			Support	for	support	SSI to setup an
				Business		captain institutions.	enterprise.
				Enterprises			
5	Projects	Project	Schedule	Analyze of	Project	plan	Understand
	management	managem	and	Management			rconcepts of project
		ent for	resources	Processes		to get the bette	rmanagement and
		successfu				output	discuss capitol
		l					building process.
		implemen					
		tation					
5	-	Functiona	•	Analyze	of	know	Use the business
	network of	l business		techniques		Capital investment	management in an
	project	system		analysis of			enterprise.
	management			management	t	captain institutions.	