

<u>Course Syllabi with CO's</u>				Academic Year: 2024-25			
Faculty Member: Maria Sushma S				Batch: 2022-26			
Department: Electrical & Electronics Engineering							
Course Code	Course Title	Core/Elective	Prerequisite	Contact Hours			Total Hrs/ Sessions
				L	T	P	
BEE501	Engineering Management & Entrepreneurship	HSMS	NA	3	-	-	40
Objectives	Course objectives: <ol style="list-style-type: none"> 1. Understand basic skills of Management 2. Understand the need for Entrepreneurs and their skills 3. Identify the Management functions and Social responsibilities. 4. Understand the identification of Business, drafting the Business plan and sources of funding.. 						
Topics Covered as per Syllabus							
Module – 1							
Management: Nature and Functions of Management - Importance, Definition, Management Functions, Levels of Management, Roles of Manager, Managerial Skills, Management & Administration, Management as a Science, Art & Profession (Selected topics of Chapter 1, Text 1).							
Planning: Planning-Nature, Importance, Types, Steps and Limitations of Planning; Decision Making -Meaning, Types and Steps in Decision Making(Text 1).							
(8 Hours)							
Bloom's Taxonomy Level		L2 – Understanding, L3 – Applying					
Module-2							
Organizing and Staffing: Organization-Meaning, Characteristics, Process of Organizing, Principles of Organizing, Span of Management (meaning and importance only), Departmentalization-Process Departmentalization, Purpose Departmentalization ,Committees- Meaning, Types of Committees. Staffing-Need and Importance, Recruitment and Selection Process.							
Directing and Controlling: Meaning and Requirements of Effective Direction, Giving Orders; Motivation- Nature of Motivation, Motivation Theories (Maslow's Need-Hierarchy Theory and Herzberg s Two Factor Theory); Communication - Meaning, Importance and Purposes of Communication (Text 1).							
(8 Hours)							
Bloom's Taxonomy Level		L2 – Understanding, L3 – Applying					
Module-3							
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 (Text 1).							
Social Responsibilities of Business: Meaning of Social Responsibility, Social Responsibilities of Business towards Different Groups, Social Audit, Business Ethics and Corporate Governance (Text 1).							

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models, Entrepreneurial development cycle, Problems faced by Entrepreneurs (8 Hours)	
Bloom's Taxonomy Level	L1, Remembering, L2 – Understanding, L3 – Applying
Module-4 Entrepreneurship: Introduction, Evolution of the concept of Entrepreneurship, Entrepreneurship today, Types of Entrepreneurs, Entrepreneurship, Entrepreneurial competencies, Capacity Building for Entrepreneurs. Identification of Business Opportunities: Introduction, Mobility of Entrepreneurs, Business opportunities in India, Models for opportunity Evaluation. (8 Hours)	
Bloom's Taxonomy Level	L1, Remembering, L2 – Understanding, L3 – Applying
Module-5 Business plans: Introduction, purpose of a Business plan, contents of a Business plan, presenting a Business plan, why do some Business plan fail? Procedure for setting up an Enterprise. Institutions supporting Business opportunities: Central level institutions- National Board for micro, small & medium Enterprises(NBMSME),MSME-DO, National Small Industries Corporation. State level institutions- state Directorate Industries and commerce, District Industries Centres, state financial Corporations, State Industrial Development Corporation(SIDC), State Industrial Area Development Board (SIADB). Other Institutions - NABARD, Technical consultancy organisation (TCO), Small Industries Development Bank of India(SIDBI), Export Promotion Councils, Non governmental Organisations. (8 Hours)	
Bloom's Taxonomy Level	L2 – Understanding, L3 – Applying, L4 – Analysing
List of Text Books	
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,2nd Edition, Pearson Education 2018, ISBN 978-81-317-6226-4.	
List of Reference Books	
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.	
List of URLs, Text Books, Notes, Multimedia Content, etc	
<ul style="list-style-type: none"> • https://nptel.ac.in/courses/110107094 • https://nptel.ac.in/courses/110106141 • https://nptel.ac.in/courses/122106031 	
Course Outcomes	Course outcomes (Course Skill Set): At the end of the course, the student will be able to: CO1: Understand the fundamental concepts of Management and its functions. CO2: Understand the different functions to be performed by managers/Entrepreneur. CO3: Understand the social responsibilities of a Business. CO4: Understand the Concepts of Entrepreneurship and to identify Business opportunities. CO5: Understand the components in developing a business plan and awareness about various sources of funding and Institutions supporting Entrepreneur.

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The Correlation of Course Outcomes (CO's) and Program Outcomes (PO's)

Course Code:	BEE501	Title: Engineering Management & Entrepreneurship						Faculty Name:		Maria Sushma S		
List of Course Outcomes	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
	CO-1	2	-	-	-	-	2	-	3	3	3	2
	CO-2	2	-	-	-	-	2	-	3	3	3	2
	CO-3	2	-	-	-	-	3	2	-	3	3	2
	CO-4	2	-	-	-	-	-	2	2	2	3	3
	CO-5	2	-	-	-	-	-	2	2	3	3	3

Note: 3 = Strong Contribution 2 = Average Contribution 1 = Weak Contribution - = No Contribution

The Correlation of Course Outcomes (CO's) and Program Specific Outcomes (PSO's)

Course Code:	BEE501	Title: Engineering Management & Entrepreneurship	Faculty Name:	Maria Sushma S
List of Course Outcomes	Program Specific Outcomes			
	PSO1		PSO2	
CO-1	-		2	
CO-2	-		2	
CO-3	-		2	
CO-4	-		2	
CO-5	-		2	

Note: 3 = Strong Contribution 2 = Average Contribution 1 = Weak Contribution - = No Contribution