



Department of Artificial Intelligence

Curriculum Booklet - Theory Course

Class: T.E. AIML

*Name of the Course – 318544 - Management and Entrepreneurship
for IT industry*

2020 Pattern

(With effect from 2020)

Shubhada Athwale |

Course in charges

Module Coordinator

Dr. Shraddha Pandit

HOD



Teaching Plan

Sr. No.	Unit	Topics to be covered	Book Referred	Total Lecture Planned
1	I	Meaning, nature and characteristics of management, scope and Functional areas of management, goals of management, levels of management, brief overview of evolution of management theories, Planning- Nature, importance, types of plans, steps in planning, Organizing- nature and purpose, types of Organization, Staffing- meaning, process of recruitment and selection	T5, R1, R3	10
2	II	Meaning and nature of directing, leadership styles, motivation Theories, Communication- Meaning and importance, Coordination meaning and importance, Controlling- meaning, steps in controlling, methods of establishing control.	T5, R1, R3	10
3	III	Meaning of entrepreneur, characteristics of entrepreneurs, classification and types of entrepreneurs, various stages in entrepreneurial process, role of entrepreneurs in economic development, entrepreneurship in India and barriers to entrepreneurship. Identification of business opportunities, market feasibility study, technical feasibility study, financial feasibility study and social feasibility study.	T6, T7, T8, R2	6
4	IV	Meaning of project, project identification, project selection, project report, need and significance of project 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.	T6, T7, T8, R2, T5, R1, R3	6
5	V	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	T6, T7, T8, R2	6



		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.		
6	VI	Introduction to Intellectual Property Rights Concept and Theories Kinds of Intellectual Property Rights Economic analysis of Intellectual Property Rights Need for Private Rights versus Public Interests Advantages and Disadvantages of IPR. Criticisms of Intellectual Property Rights Politics of Intellectual Property Rights Third World Criticisms Marxist Criticisms International Regime Relating to IPR TRIPS and other Treaties (WIPO, WTO, GATTTS).	T1, T2, T3, T4	6

Text Books:

1. D.P. Mittal (Taxman Publication), Indian Patents Law and Procedure (T1)
2. B.L. Wadera, Patents, trademarks, copyright, Designs and Geographical Judications. (T2)
3. P. Narayanan (Eastern Law House), Intellectual Property Law (T3)
4. N.S. Gopalakrishnan & T.G. Agitha, Principles of Intellectual Property (2009), Eastern Book Company, Lucknow (T4)
5. Principles of Management -P. C. Tripathi, P. N. Reddy; Tata McGraw Hill, 4th / 6th Edition, 2010. (T5)
6. Dynamics of Entrepreneurial Development & Management -Vasant Desai Himalaya Publishing House. (T6)
7. Entrepreneurship Development -Small Business Enterprises -Poornima M Charantimath Pearson Education – 2006. (T7)
8. Management and Entrepreneurship – Kanishka Bedi- Oxford University Press-2017 (T8)

T: Text book

Reference Books:

1. Management Fundamentals -Concepts, Application, Skill Development Robert Lusier – Thomson. (R1)
2. Entrepreneurship Development -S. S. Khanka -S Chand & Co. (R2)
3. Management -Stephen Robbins -Pearson Education /PHI -17th Edition, 2003 (R3)

R: Reference book



**Reference Web Links/ Research Paper/ Referred Book other than Mention
in Syllabus:**

1. https://ediindia.ac.in/
2. https://www.ehl.edu/
3. https://www.edx.org/learn/entrepreneurship
4. https://www.coursera.org/browse/business/entrepreneurship



Unit No.-I-Introduction

Lecture No.	Details of the Topic to be covered	References
1	Meaning	Text and reference books, internet
2	Nature and characteristics of management	Text and reference books, internet
3	Scope and functional areas of management	Text and reference books, internet
4	Goals of management	Text and reference books, internet
5	Levels of management	Text and reference books, internet
6	Brief overview of evolution of management theories	Text and reference books, internet
7	Planning - nature, importance, types of plans, steps in planning	Text and reference books, internet
8	Organizing - nature and purpose	Text and reference books, internet
9	Types of organization	Text and reference books, internet
10	Staffing - meaning, process of recruitment and selection	Text and reference books, internet

Question Bank: Theory & Numerical Mapped to Course Outcome:

Q. 1	What are the functional areas of business? What are the functional areas of management?
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Q. 2	Define the term planning. What are the different types of plans? Quote suitable examples.
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Q. 3	Define organizing. What are the different types of organization structures?
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Q. 4	Take a brief overview of management theories.
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Q. 5	Describe the process of recruitment and selection in details.
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Unit No.-II- DIRECTING AND CONTROLLING

Lecture No.	Details of the Topic to be covered	References
1	Directing - meaning	Text and reference books, internet
2	Nature of directing	Text and reference books, internet
3	Leadership styles	Text and reference books, internet
4	Motivation Theories	Text and reference books, internet
5	Communication- meaning	Text and reference books, internet
6	Communication - importance	Text and reference books, internet
7	Coordination meaning and importance	Text and reference books, internet
8	Controlling- meaning	Text and reference books, internet
9	Steps in controlling	Text and reference books, internet
10	Methods of establishing control	Text and reference books, internet



Question Bank: Theory & Numerical Mapped to Course Outcome:

Q. 1	What is meant by a leader in the organization? Describe various leadership styles.
Q. 2	Describe motivational theories. What is the importance of motivation in the organization?
Q. 3	How will you explain the meaning and importance of controlling?
Q. 4	Describe various steps in controlling.
Q. 5	What are the different methods of establishing a control?

Unit No.-III- ENTREPRENEUR

Lecture No.	Details of the Topic to be covered	References
1	Meaning of entrepreneur, characteristics of entrepreneurs	Text and reference books, internet
2	Classification and types of entrepreneurs	Text and reference books, internet
3	Various stages in entrepreneurial process	Text and reference books, internet
4	Role of entrepreneurs in economic development	Text and reference books, internet
5	Entrepreneurship in India and barriers to entrepreneurship	Text and reference books, internet
6	Identification of business opportunities	Text and reference books, internet
7	Market feasibility study	Text and reference books, internet
8	Technical feasibility study	Text and reference books, internet
9	Financial feasibility study	Text and reference books, internet



10	Social feasibility study	Text and reference books, internet
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**Question Bank: Theory & Numerical
Mapped to Course Outcome:**

Q. 1	Define entrepreneur and entrepreneurship. What are the different types of entrepreneurs?
Q. 2	Define entrepreneur. Explain the characteristics of an entrepreneur.
Q. 3	Describe the various stages in entrepreneurial process.
Q. 4	Describe the role of entrepreneurs in economic development of a country.
Q. 5	Describe the scene of entrepreneurship in India.

Unit No.-IV- PREPARATION OF PROJECT AND ERP

Lecture No.	Details of the Topic to be covered	References
1	Meaning of project	Text and reference books, internet
2	Project identification	Text and reference books, internet
3	Project selection	Text and reference books, internet
4	Project report	Text and reference books, internet
5	Need and significance of project report	Text and reference books, internet
6	Contents, formulation, guidelines by planning commission for project report	Text and reference books, internet
7	Enterprise Resource Planning: Meaning and Importance	Text and reference books, internet



8	ERP and Functional areas of Management – Marketing / Sales- Supply Chain Management	Text and reference books, internet
9	Finance and Accounting – Human Resources	Text and reference books, internet
10	Types of reports and methods of report generation	Text and reference books, internet

**Question Bank: Theory & Numerical
Mapped to Course Outcome:**

Q. 1	Differentiate between a business and a project.
Q. 2	Describe the project identification activity.
Q. 3	Describe the project selection activity.
Q. 4	Explain the need and significance of a project report.
Q. 5	Describe the guidelines given by a planning commission for the project report.

Unit No.-V- MICRO AND SMALL ENTERPRISES

Lecture No.	Details of the Topic to be covered	References
1	Definition of micro and small enterprises	Text and reference books, internet
2	Characteristics and advantages of micro and small enterprises,	Text and reference books, internet
3	Steps in establishing micro and small enterprises,	Text and reference books, internet
4	Government of India industrial policy 2007 on micro and small enterprises,	Text and reference books, internet
5	Case study (Microsoft),)	Text and reference books, internet
6	Case study (Captain G R Gopinath)	Text and reference



		books, internet
7	Case study (N R Narayana Murthy & Infosys)	Text and reference books, internet
8	Institutional support: MSME-DI, NSIC	Text and reference books, internet
9	SIDBI, KIADB, KSSIDC, TECSOK, KSFC	Text and reference books, internet
10	DIC and District level single window agency	Text and reference books, internet

**Question Bank: Theory & Numerical
Mapped to Course Outcome:**

Q. 1	Define micro and small enterprises. What are the characteristics of micro and small enterprises?
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Q. 2	Define micro and small enterprises. Describe the advantages and limitations of micro and small enterprises.
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Q. 3	Describe the government of India industrial policy 2007 related to micro and small enterprises.
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Q. 4	Describe Microsoft company's evolutionary process in brief. (Similar questions for Air Deccan and Infosys).
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Q. 5	Describe the Microsoft's initiative for SMBs to acquire digital skills for tech adoption during corona pandemic.
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Unit No.-VI- INTRODUCTION TO IPR

Lecture No.	Details of the Topic to be covered	References
1	Introduction to Intellectual Property Rights Concept and Theories	Text and reference books, internet
2	Kinds of Intellectual Property Rights	Text and reference books, internet
3	Economic analysis of Intellectual Property Rights	Text and reference



		books, internet
4	Need for Private Rights versus Public Interests	Text and reference books, internet
5	Advantages and Disadvantages of IPR.	Text and reference books, internet
6	Criticisms of Intellectual Property Rights	Text and reference books, internet
7	Politics of Intellectual Property Rights	Text and reference books, internet
8	Third World Criticisms	Text and reference books, internet
9	Marxist Criticisms	Text and reference books, internet
10	International Regime Relating to IPR TRIPS and other Treaties (WIPO, WTO, GATT).	Text and reference books, internet

**Question Bank: Theory & Numerical
Mapped to Course Outcome:**

Q. 1	Define intellectual property rights. What are the different theories of intellectual property rights?
Q. 2	Why intellectual property rights have been criticized?
Q. 3	How the intellectual property rights impact the economy of any country?
Q. 4	Compare private rights and public interests with suitable examples.
Q. 5	Explain the advantages and disadvantages of IPR.



Execution Record

Class: TE AIML

Course: M&EITI

AY: 2022-23

Term: V

**Mode of delivery: PPT, Video, Demonstration, Chalk and Board, Flipped Classroom, Think-Pair Share, etc.*

Lect . No.	Unit No.	Date	Main Topic to be covered	Sub Topic to be covered	Mode of Delivery
1	1	18.07.22	Management	Meaning, nature and characteristics of management, scope and functional areas of management	PPT, Video, Demonstration, chalk and board, think-pair share
2	1	20.07.22	Management	Goals of management, levels of management, brief overview of evolution of management theories	PPT, Video
3	1	21.07.22	Planning	Nature, importance, types of plans, steps in planning	PPT, Video
4	1	23.07.22	Organizing	Nature and purpose, types of organization	PPT, Video, Demonstration, chalk and board
5	1	23.07.22	Staffing	Meaning, process of recruitment and selection	PPT, Video, chalk and board
6	2	29.07.22	Directing	Meaning, nature of directing	PPT, Video, Demonstration, chalk and board
7	2	30.07.22	Directing	Leadership styles, motivation theories	PPT, Video, Demonstration, chalk and board
8	2	04.08.23	Communication	Meaning, importance	PPT, Video, Demonstration, chalk and board
9	2	04.08.23	Communication	Coordination meaning and importance	PPT, Video, chalk and board
10	2	04.08.23	Controlling	Controlling- meaning, steps in controlling, methods of	PPT, Video, chalk and



				establishing control	board
11	3	05.08.23	Entrepreneur	Meaning of entrepreneur, characteristics of entrepreneurs, classification and types of entrepreneurs	PPT, Video, Demonstration, chalk and board
12	3	12.08.23	Entrepreneur	Various stages in entrepreneurial process, role of entrepreneurs in economic development	PPT, Video
13	3	12.08.23	Entrepreneur	Entrepreneurship in India and barriers to entrepreneurship, Identification of business opportunities	PPT, Video
14	3	19.08.23	Feasibility study	Market feasibility study, technical feasibility study, financial feasibility study, social feasibility study	PPT, Video
15	4	19.08.23	Project	Meaning of project, project identification, project selection	PPT, Video
16	4	26.08.23	Project	Project report, need and significance of project report, contents, formulation, guidelines by planning commission for project report	PPT, Video
17	4	26.08.23	ERP	Meaning and importance, ERP and functional areas of Management – Marketing / Sales- Supply Chain Management, Finance and Accounting – Human Resources	PPT, Video
18	4	26.08.23	ERP	Types of reports and methods of report generation	PPT, Video, chalk and board
19	5	02.09.23	Micro and small enterprise	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,	PPT, Video
20	5	02.09.23	Case study	Microsoft	PPT, video, chalk and



					board, flipped classroom, think-pair share
21	5	02.09.23	Case study	Captain G R Gopinath	PPT, video, chalk and board, flipped classroom, think-pair share
22	5	23.09.23	Case study	N R Narayana Murthy & Infosys	PPT, Video, chalk and board, flipped classroom, think-pair share
23	5	23.09.23	Institutional support	MSME-DI, NSIC, SIDBI, KIADB, KSSIDC, TECSOK, KSFC, DIC and District level single window agency	PPT, Video
24	6	14.09.23	IPR	Introduction to Intellectual Property Rights Concept and Theories, Kinds of Intellectual Property Rights, Economic analysis of Intellectual Property Rights, Need for Private Rights versus Public Interests, Advantages and Disadvantages of IPR	PPT, Video
25	6	14.09.23	Criticisms	Criticisms of Intellectual Property Rights, politics of Intellectual Property Rights, third World Criticisms, Marxist Criticisms	PPT, Video
26	6	14.09.23	Treaties	International Regime Relating to IPR TRIPS and other Treaties (WIPO, WTO, GATTs)	PPT, Video



Schedule of CO-wise Assessment Tools

Academic Year: 2022-23 (TERM –V)

CO No.	Unit	Date	Assessment Tool	Marks
CO544.1	1,2	08.09.22	Unit test - 1	20
CO544.1, CO544.4, CO544.5	3,4,5,6	11.11.22	Unit test - 2	20
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**Batch is year of admission and graduating year*