

**EC-405****INDUSTRIAL MANAGEMENT & ENTREPRENEURSHIP****L T P C****4 - - 3****COURSE OBJECTIVES:**

1. To provides the students with a foundation of knowledge in management of organizations.
2. To provides a business organization which produces a very good quality products but it must satisfy the needs, wants and desires of the consumer.
3. To alerts the students to understand the time value of money for evaluation of several project alternatives.
4. To give knowledge to the students for avoiding any delays in production processes due to non availability of material by effectively managing the function of materials management.
5. To sensitize the students to the changing environment and its implication for managing the human resources to achieve the corporate excellence in a changing environment.
6. To give an idea to the students to get the information about the different set of organizations and to develop themselves as successful entrepreneurs.
7. To give an idea about which form of business organization is suitable for today's business environment and their impact towards society.

**COURSE OUTCOMES:****After successful completion of the course, the students are able to**

1. summarize the concepts of Management and forms of Business Organization.
2. understand the concepts of Interest, time values of money and depreciation.
3. list the functions of human resources management.
4. develop and Cultivate Entrepreneurship and identify various steps in Entrepreneurial process.
5. comprehend variety of issues that are encountered by MSMEs in INDIA.

**UNIT I***Text Book - 1 (10)*

**GENERAL MANAGEMENT** : Management Concept, Managerial Roles, Managerial Skills, Brief treatment of managerial functions, Scientific Principles of Management, Administrative Principles of Management.

**MARKETING MANAGEMENT** : Functions of Marketing, Marketing Mix, Product life cycle, Channels of distribution, Marketing Segmentation, Advertising & Sales promotion, Market Research.

**UNIT II***Text Book - 1,2 (12)*

**FINANCIAL MANAGEMENT** : Objectives of Financial Management, Concept of interest, compound interest, equivalent cash flow diagram.

**ECONOMIC EVALUATION OF ALTERNATIVES** : Basic methods, the annual equivalent method, present worth method, future worth method.

**MATERIAL MANAGEMENT** : Functions of Materials Management, Material Requirement Planning, Purchasing, Objectives of Purchasing, Source Selection, Procurement Methods, Vendor Rating, Inventory Management - EOQ, EPQ, ABC Analysis, FSN Analysis, VED Analysis.

**UNIT III***Text Book - 1 (10)*

**HUMAN RESOURCE MANAGEMENT** : Functions of Human Resource Management - Job Analysis, Human Resources Planning, Brief treatment of Recruitment, Selection, Placement, Induction & Orientation, Training and Development, Performance Appraisal, Job Evaluation, Career Planning and Development, Stress Management, Compensation.

**Directing** : Motivation and Leadership, Theories of motivation and styles of Leadership.

**UNIT IV***Text Book - 3,4 (10)*

**ENTREPRENEURSHIP DEVELOPMENT** : Introduction, Entrepreneurial Characteristics, Functions of an Entrepreneur, Factors affecting Entrepreneurship, Profiles of Successful Entrepreneurs, Women

Entrepreneurship concept, Strategies for the development of Women Entrepreneurs

**Forms of business organisation :** Salient features of sole proprietorship. Partnership, Joint Stock Company, Private limited and public limited companies.

#### UNIT V

*Text Book - 5 (8)*

**PROJECT MANAGEMENT :** Project Definition, Project life cycle, Roles & responsibilities of a Project Manager, Problems in Managing a Project, Project Planning & Controlling techniques : Basics of PERT & CPM, Problems

#### LEARNING RESOURCES:

##### TEXT BOOK(s):

1. KK Ahuja, Industrial Management, Vol. I & II, Dhanpat Rai, 1978.
2. E.Paul Degarmo, John R Chanda, William G Sullivan, Engineering Economy, Mac Millan Publishing Co, 1979.
3. Poornima M Charantimath, Entrepreneurship Development Small business environment ,Pearson Education Publishers , 2006 Edition.
4. Shivganesh Bhargav, Entrepreneurial Management, Sage Publications, 2008.
5. Prasanna Chandra , Projects, Tata McGrawhill Education,2013 Edition,

##### REFERENCE BOOK(s):

1. Philip Kotler, Marketing Management, 11th Edition, Pearson Education, 2004.
2. P. Gopalakrishnan, Hand Book of Materials Management, PHI, 1999.
3. Gary Dessler, Human Resource Management,11th Edition, 2008.
4. Heinz Weirich and Harold Koontz, Management, 10th Edition, TMH, 2004.

##### WEB RESOURCES:

1. [www.managementstudyguide.com](http://www.managementstudyguide.com) : Describes the Concepts of Management & Its Operational Functions.
2. [www.1000ventures.com](http://www.1000ventures.com) : Describes about Management Gurus, Business Gurus.
3. [www.citehr.com](http://www.citehr.com) : Describes the Human Resource Management Topics.