

GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD, GUJARAT

COURSE CURRICULUM

MANAGEMENT & ENTREPRENEURSHIP

(Code : 3350107)

Diploma Programme in which this course is offered	Semester in which offered
Aeronautical Engineering	Fifth

1. RATIONALE

The main objective of this course is to understand the management & entrepreneur philosophy. This subject addresses the understanding and functioning of Management & entrepreneurship.

2. LIST OF COMPETENCIES

The course content should be taught and implemented with an aim to develop different types of skills leading to the achievement of the following competencies:

- **To know about roles of management.**
- **To study about entrepreneurship.**

3. TEACHING AND EXAMINATION SCHEME.

Teaching Scheme (In Hours)			Total Credits (L+T+P)	Examination Scheme				Total Marks
L	T	P		Theory Marks		Practical Marks		
			C	ESE	PA	ESE	PA	100
04	00	00	04	70	30	00	00	

Legends: L-Lecture; T – Tutorial/Teacher Guided Theory Practice; P -Practical; C – Credit, ESE -End Semester Examination; PA - Progressive Assessment.

4. DETAILED COURSE CONTENTS

Unit	Major Learning Topics and Sub- topics	Outcomes (in cognitive domain)
UNIT– I MANAGEMENT	<ul style="list-style-type: none"> • To study meaning of management • To study about scope & function of management • Role of management' • To study about 	1.1 Introduction 1.2 Meaning - nature and characteristics of Management 1.3 Scope and Functional areas of management 1.4 Management as a science, art of profession

	<p>approaches of management</p> <ul style="list-style-type: none"> • To study about levels of management 	<p>1.5 Management & Administration 1.6 Roles of Management 1.7 Levels of Management 1.8 Development of Management Thought early management approaches 1.9 Modern management approaches.</p>
UNIT- II PLANNING	<ul style="list-style-type: none"> • To Study about process planning & its characteristics • Types of plan executed in industries. • To Study about steps & importance of planning. 	<p>2.1 Nature 2.2 Importance and purpose of planning process 2.3 Objectives 2.4 Types of plans (Meaning Only) 2.5 Decision making Importance of planning 2.6 Steps in planning & planning premises 2.7 Hierarchy of plans.</p>
UNIT- III ORGANIZING AND STAFFING	<ul style="list-style-type: none"> • To study about purpose of organization & its types. • To understand about centralization & decentralization • To study about process selection 	<p>3.1 Nature and purpose of organization 3.2 Principles of organization 3.3 Types of organization 3.4 Departmentation Committees 3.5 Centralization Vs Decentralization of authority. and responsibility 3.6 Span of control MBO and MBE (Meaning Only) Nature and importance of staffing. 3.7 Process of Selection & Recruitment (in brief).</p>
UNIT- IV DIRECTING & CONTROLLING	<ul style="list-style-type: none"> • To study about directing & controlling • To study about motivational theories • To study about steps in controlling & its importance • To study about methods of controlling 	<p>4.1 Meaning and nature of directing Leadership styles 4.2 Motivation Theories, 4.3 Communication Meaning and importance coordination, meaning and importance and Techniques of Co-Ordination. 4.4 Meaning and steps in controlling 4.5 Essentials of a sound control system 4.6 Methods of establishing control</p>
UNIT- V ENTREPRENEUR	<ul style="list-style-type: none"> • To study about process selection • Types of entrepreneur • Stages in entrepreneurs development • To know about information of entrepreneurs in India 	<p>5.1 Meaning of Entrepreneur 5.2 Functions of an Entrepreneur 5.3 Types of Entrepreneur, 5.4 Entrepreneur - an emerging. 5.5 Concept of Entrepreneurship 5.6 Evolution of Entrepreneurship 5.7 Development of Entrepreneurship 5.8 Stages in entrepreneurial process 5.9 Role of entrepreneurs in Economic Development 5.10 Entrepreneurship in India; Entrepreneurship - its Barriers.</p>

5. SUGGESTED SPECIFICATION TABLE WITH HOURS AND MARKS (THEORY).

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total Marks
I	MANAGEMENT	08	06	04	04	14
II	PLANNING	06	04	05	03	12
III	ORGANIZING AND STAFFING	06	04	04	04	12
IV	DIRECTING & CONTROLLING	08	04	05	03	12
V	ENTREPRENEUR	08	06	08	06	20
TOTAL		36	24	26	20	70

Legends: R = Remember U= Understand; A= Apply and above levels (Bloom's revised taxonomy).

6. SUGGESTED LIST OF STUDENT ACTIVITIES.

Following is the list of proposed student activities like:

SR.NO. ACTIVITY

- 1 Preparation of power-point slides, which include videos, animations, pictures, graphics for better understanding theory.
- 2 Prepare charts.

7. SUGGESTED LEARNING RESOURCES.**A. List of Books:**

SR. NO.	TITLE OF BOOK	AUTHOR	PUBLICATION
1.	Principles of Management	P. C.Tripathi, P.N. Reddy	Tata McGraw Hill
2.	Entrepreneurship Development	Poornima. M.	Pearson Education
3.	Entrepreneurship Development	S.S.Khanka	S.Chand & Co.
4.	Dynamics of Entrepreneurial Development & Management	Vasant Desai	Himalaya Publishing House

B. List of Software/Learning Websites

- a. <http://www.publishyourarticles.net/knowledge-hub/business-studies/management-definition/970/>
- b. http://www.managementstudyguide.com/management_levels.htm
- c. <http://study.com/academy/lesson/management-roles-and-principles.html>
- d. <http://study.com/academy/lesson/planning-as-a-function-of-management.html>
- e. <https://www.youtube.com/watch?v=AeHuH39M4QQ>

- f. <https://www.youtube.com/watch?v=7uDD7xXHyaA>
- g. <https://www.youtube.com/watch?v=Xcsp0486oIY>
- h. <http://study.com/academy/lesson/what-is-an-entrepreneur-definition-characteristics-examples.html>

8. COURSE CURRICULUM DEVELOPMENT COMMITTEE

Faculty Members from Polytechnic.

- **Prof. Ankit Patel**, H.O.D., Aeronautical Dept. Parul institute of Engg. & tech-Diploma studies

Faculty Members from Engineering.

- **Dr. Dipali Thakkar**, H.O.D., Aeronautical Engineering Dept. SVIT, Vasad

Coordinator and Faculty Members from NITTTR Bhopal.