

## VI Semester

<b>TECHNOLOGICAL INNOVATION MANAGEMENT AND ENTREPRENEURSHIP</b>			
Course Code (HSMC)	<b>21EI61/21BM61/21EC61</b>	CIE Marks	50
Teaching Hours/Week (L:T:P: S)	2:2:0:0	SEE Marks	50
Total Hours of Pedagogy	40	Total Marks	100
Credits	03	Exam Hours	03
<p><b>Course objectives:</b> This course will enable students to:</p> <ul style="list-style-type: none"> <li>• Understand basic skills of Management</li> <li>• Understand the need for Entrepreneurs and their skills</li> <li>• Identify the Management functions and Social responsibilities.</li> <li>• Understand the identification of Business, drafting the Business plan and sources of funding.</li> </ul>			
<p><b>Teaching-Learning Process (General Instructions)</b> The sample strategies, which the teacher can use to accelerate the attainment of the various course outcomes are listed in the following:</p> <ul style="list-style-type: none"> <li>• Lecture method (L) does not mean only the traditional lecture method, but a different type of teaching method may be adopted to develop the outcomes.</li> <li>• Show Video/animation films to explain the functioning of various techniques.</li> <li>• Encourage collaborative (Group) Learning in the class</li> <li>• Ask at least three HOTS (Higher-order Thinking) questions in the class, which promotes critical thinking</li> <li>• Adopt Problem Based Learning (PBL), which fosters students' Analytical skills, develop thinking skills such as the ability to evaluate, generalize, and analyze information rather than simply recall it.</li> <li>• Topics will be introduced in multiple representations.</li> <li>• Show the different ways to solve the same problem and encourage the students to come up with their own creative ways to solve them.</li> <li>• Discuss how every concept can be applied to the real world - and when that's possible, it helps to improve the students' understanding.</li> </ul>			
<b>Module-1</b>			
<p><b>Management:</b> Nature and Functions of Management – Importance, Definition, Management Functions, Levels of Management, Roles of Manager, Managerial Skills, Management &amp; Administration, Management as a Science, Art &amp; Profession (Selected topics of Chapter 1, Text 1).  <b>Planning:</b> Planning-Nature, Importance, Types, Steps and Limitations of Planning; Decision Making – Meaning, Types and Steps in Decision Making( Text 1).</p>			
<b>Teaching-Learning Process</b>	Chalk and talk method, Power point presentation, Case studies RBT Level:L2,L3		
<b>Module-2</b>			
<p><b>Organizing and Staffing: Organization</b>-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.  <b>Staffing</b>-Need and Importance, Recruitment and Selection Process.  <b>Directing and Controlling:</b> 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).</p>			
<b>Teaching-Learning Process</b>	Chalk and talk method, Power point presentation, Industrial visit RBT Level:L2,L3		
<b>Module-3</b>			

<p><b>Leadership</b>-Meaning, Characteristics, Behavioral 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).  <b>Social Responsibilities of Business:</b> Meaning of Social Responsibility, Social Responsibilities of Business towards Different Groups, Social Audit, Business Ethics and Corporate Governance (Text 1).</p>	
<b>Teaching-Learning Process</b>	Chalk and talk method, Power point presentation, Field visit to understand present scenario. RBT Level:L2,L3,L4
<b>Module-4</b>	
<p><b>Entrepreneurship:</b> Introduction, Evolution of the concept of Entrepreneurship, Entrepreneurship today, Types of Entrepreneurs, Intrapreneurship, Entrepreneurial competencies, Capacity Building for Entrepreneurs.  <b>Identification of Business Opportunities:</b> Introduction, Mobility of Entrepreneurs, Business opportunities in India, Models for Opportunity Evaluation.</p>	
<b>Teaching-Learning Process</b>	Chalk and talk method, Power point presentation, Field visit to understand present scenario. RBT Level:L2,L3,L4
<b>Module-5</b>	
<p><b>Business plans:</b> 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.  <b>Institutions supporting Business opportunities:</b> Central level institutions- National Board for micro, small &amp; 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.</p>	
<b>Teaching-Learning Process</b>	Chalk and talk method, Power point presentation, Case studies RBT Level:L2,L3,L4
<p><b>Course outcome (Course Skill Set)</b>  At the end of the course the student will be able to :</p> <ol style="list-style-type: none"> <li>1. Understand the fundamental concepts of Management and its functions.</li> <li>2. Understand the different functions to be performed by managers/Entrepreneur.</li> <li>3. Understand the social responsibilities of a Business.</li> <li>4. Understand the Concepts of Entrepreneurship and to identify Business opportunities.</li> <li>5. Understand the components in developing a business plan and awareness about various sources of funding and Institutions supporting Entrepreneur.</li> </ol>	

**Assessment Details (both CIE and SEE)**

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing mark for the CIE is 40% of the maximum marks (20 marks out of 50). A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each subject/ course if the student secures not less than 35% ( 18 Marks out of 50)in the semester-end examination(SEE), and a minimum of 40% (40 marks out of 100) in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together

**Continuous Internal Evaluation:**

Three Unit Tests each of **20 Marks (duration 01 hour)**

1. First test at the end of 5<sup>th</sup> week of the semester
2. Second test at the end of the 10<sup>th</sup> week of the semester
3. Third test at the end of the 15<sup>th</sup> week of the semester

Two assignments each of **10 Marks**

4. First assignment at the end of 4<sup>th</sup> week of the semester
5. Second assignment at the end of 9<sup>th</sup> week of the semester

Group discussion/Seminar/quiz any one of three suitably planned to attain the COs and POs for **20 Marks (duration 01 hours)**

6. At the end of the 13<sup>th</sup> week of the semester

The sum of three tests, two assignments, and quiz/seminar/group discussion will be out of 100 marks and will be **scaled down to 50 marks**

(to have less stressed CIE, the portion of the syllabus should not be common /repeated for any of the methods of the CIE. Each method of CIE should have a different syllabus portion of the course).

**CIE methods /question paper is designed to attain the different levels of Bloom's taxonomy as per the outcome defined for the course.**

**Semester End Examination:**

Theory SEE will be conducted by University as per the scheduled timetable, with common question papers for the subject (**duration 03 hours**)

1. The question paper will have ten questions. Each question is set for 20 marks.
2. There will be 2 questions from each module. Each of the two questions under a module (with a maximum of 3 sub-questions), **should have a mix of topics** under that module.
3. The students have to answer 5 full questions, selecting one full question from each module. Marks scored out of 100 shall be reduced proportionally to 50 marks

**Suggested Learning Resources:****Text Books:**

1. Principles of Management – P.C Tripathi, P.N Reddy, McGraw Hill Education, 6<sup>th</sup> Edition, 2017. ISBN-13:978-93-5260-535-4.
2. Entrepreneurship Development Small Business Enterprises- Poornima M Charantimath,2<sup>nd</sup> Edition, Pearson Education 2018, ISBN 978-81-317-6226-4.

**Reference Book:**

1. Essentials of Management: An International, Innovation and Leadership perspective by Harold Koontz, Heinz Weihrich McGraw Hill Education, 10<sup>th</sup> Edition 2016. ISBN- 978-93-392-2286-4.

**Web links and Video Lectures (e-Resources):**

- <https://nptel.ac.in/courses/110107094>
- <https://nptel.ac.in/courses/110106141>
- <https://nptel.ac.in/courses/122106031>

**Activity Based Learning (Suggested Activities in Class)/ Practical Based learning**

- Industrial visit
- Group discussion
- Role play
- Think pair share activity