



ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

("ವಿ ಆ ಯು ಅಧಿನಿಯಮ 1994"ರ ಅಡಿಯಲ್ಲಿ ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಸ್ಥಾಪಿತವಾದ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ)

VISVESVARAYA TECHNOLOGICAL UNIVERSITY

(State University of Government of Karnataka Established as per the VTU Act, 1994)

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Prof. B. E. Rangaswamy, Ph.D
REGISTRAR

REF: VTU/BGM/668/2024-25/5055

Date: 30 DEC 2024

CIRCULAR

Subject: BEC501- Technological Innovation and Management Entrepreneurship, regarding.

Reference: The Chairpersons Board of Studies suggestion dated 24.12.2024

Dear Sir/Madam,

This is a reference to the subject cited above, as per the suggestions of the Chairperson Board of Studies in ECE, VTU Belagavi, the correct syllabus for the course BEC501- Technological Innovation and Management Entrepreneurship has been uploaded for program B.E./B.Tech., in Electronics and Communication Engineering (VLSI Design and Technology), program.

All stakeholders are hereby informed to refresh the webpage and download the correct syllabus for reference @ https://vtu.ac.in/pdf/2022_3to8/3vlsisyll.pdf

For any clarifications, you may email sbhvtuso2022@gmail.com.

The Chairpersons of University Departments and Principals / Heads of Institutions are requested to ensure that this information is disseminated to all concerned faculty members and students.

Sd/-
Registrar

To,

The principals of all the Engineering Colleges under the ambit of the university

The chairpersons and Program Coordinators of VTU PG Centres at Kalaburgi, Mysuru,

Muddenhalli, Bengaluru and Belagavi

Copy to:

- The Hon'ble Vice Chancellors through Secretary to VC, VTU, Belagavi for information.
- The Registrar (Evaluation), VTU, Belagavi for information and needful.
- The Special Officer, Examination Section for information
- The special officer QPDS Examination section of the University
- The Director, ITI SMU, VTU Belagavi, requested to upload the document on the VTU web portal for stakeholder reference.

- The Special Officer Centre for Online Education VTU Mysuru for information and arrange online courses study and examinations as per the scheme of M.Tech., MBA, MCA, M.Plan, M.Sc., and M.Arch., programs.

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30/12/24
REGISTRAR
7.

B. E. (EC / TC) Choice Based Credit System (CBCS) and Outcome Based Education (OBE) SEMESTER – V			
Technological Innovation and Management Entrepreneurship			
Course Code	BEC501	CIE Marks	50
Number of Lecture Hours/Week	03	SEE Marks	50
Total Number of Lecture Hours	40 (08 Hours / Module)	Exam Hours	03
CREDITS-03			
Course Learning Objectives: This course will enable students to: <ul style="list-style-type: none"> • Understand basic skills of Management • Understand the need for Entrepreneurs and their skills. • Identify the Management functions and Social responsibilities. • Understand economic development, creativity and Innovation. • Understand the Ideation Process, creation of Business Model, Feasibility Study and sources of funding. 			
MODULE-1			RBT Level
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, Text1). Planning: Planning-Nature, Importance, Types, Steps and Limitations of Planning; Decision Making – Meaning, Types and Steps in Decision Making (Selected topics from Chapters 4 & 5, Text 1).			L1,L2
MODULE-2			
Organizing and Staffing: Organization- Meaning, Characteristics, Process of Organizing, Principles of Organizing, Span of Management (meaning and importance only), Departmentalization, Committees–Meaning, Types of Committees; Centralization Vs Decentralization of Authority and Responsibility; Staffing- Need and Importance, Recruitment and Selection Process (Selected topics from Chapters 7, 8 & 11,Text 1). 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; 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 (Selected topics from Chapters 15 to 18 and 9, Text 1).			L1,L2
MODULE-3			
Social Responsibilities of Business: Meaning of Social Responsibility, Social Responsibilities of Business towards Different Groups, Social Audit, Business Ethics and Corporate Governance (Selected topics from Chapter 3, Text 1). Entrepreneurship: Definition of Entrepreneur, Importance of Entrepreneurship, concepts of Entrepreneurship, Characteristics of successful Entrepreneur, Classification of Entrepreneurs, Myths of Entrepreneurship, Entrepreneurial Development models, Entrepreneurial development cycle, Problems faced by Entrepreneurs and capacity building for Entrepreneurship (Selected topics from Chapter 2, Text 2).			L1,L2
MODULE-4			

<p>Modern Small Business Enterprises: Role of Small Scale Industries, Impact of Globalization and WTO on SSIs, Concepts and definitions of SSI Enterprises, Government policy and development of the Small Scale sector in India, Growth and Performance of Small Scale Industries in India, Sickness in SSI sector, Problems for Small Scale Industries, Ancillary Industry and Tiny Industry (Definition only) (Selected topics from Chapter1, Text 2).</p> <p>Idea Generation and Feasibility Analysis- Idea Generation; Creativity and Innovation; Identification of Business Opportunities; Market Entry Strategies; Marketing Feasibility; Financial Feasibilities; Political Feasibilities; Economic Feasibility; Social and Legal Feasibilities; Technical Feasibilities; Managerial Feasibility, Location and Other Utilities Feasibilities. (Selected topics from Chapter 6(Page No. 111-117) & Chapter 7(Page No. 140-142), Text 2)</p>	L1,L2
MODULE-5	
<p>Business model – Meaning, designing, analyzing and improvising; Business Plan – Meaning, Scope and Need; Financial, Marketing, Human Resource and Production/Service Plan; Business plan Formats; Project report preparation and presentation; Why some Business Plan fails? (Selected topics from Chapter 8 (Page No 159-164, Text 2)</p> <p>Financing and How to start a Business? Financial opportunity identification; Banking sources; Nonbanking Institutions and Agencies; Venture Capital – Meaning and Role in Entrepreneurship; Government Schemes for funding business; Pre launch, Launch and Post launch requirements; Procedure for getting License and Registration; Challenges and Difficulties in Starting an Enterprise (Selected topics from Chapter 7(Page No 147-149), Chapter 5 (Page No 93-99) & Chapter 8(Page No. 166-172) Text 2)</p> <p>Project Design and Network Analysis: Introduction, Importance of Network Analysis, Origin of PERT and CPM, Network, Network Techniques, Need for Network Techniques, Steps in PERT, CPM, Advantages, Limitations and Differences. (Selected topics from Chapters 20, Text 3).</p>	L1,L2, L3
<p>Course Outcomes: After studying this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the fundamental concepts of Management and Entrepreneurship and opportunities in order to setup a business 2. Describe the functions of Managers, Entrepreneurs and their social responsibilities 3. Understand the components in developing a business plan, along with the integration of CSR-Corporate Social Responsibility. 4. Describe the importance of small scale industries in economic development and institutional support to start a small scale industry and understand the concepts of Creativity and Innovation and Identification of Business Opportunities. 5. Awareness about various sources of funding and institutions supporting entrepreneurs 	
<p>Text Books:</p> <ol style="list-style-type: none"> 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, Pearson Education 2008, ISBN 978-81-7758-260-4. 3. Dynamics of Entrepreneurial Development and Management by Vasant Desai. HPH 2007, ISBN: 978-81-8488-801-2. 4. Robert D. Hisrich, Mathew J. Manimala, Michael P Peters and Dean A. Shepherd, “Entrepreneurship”, 8th Edition, Tata Mc-graw Hill Publishing Co.ltd.-new Delhi, 2012. 	
<p>Reference Book:</p> <ol style="list-style-type: none"> 1. 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. 	