



# Visvesvaraya Technological University

"Jnana Sangama" Belagavi-590018, Karnataka State, India

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Dated: 18 NOV 2020

## CIRCULAR

Subject: Correction in the textbook edition for the subject having code 18ES51 - reg.

Reference: email from BOS chairperson dated 10.11.2020

Reference to the subject cited above, for the subject "TECHNOLOGICAL INNOVATION MANAGEMENT AND ENTREPRENEURSHIP" (18ES51) textbook edition and ISBN at serial no. 02 is corrected and the same are mentioned bellow-

### Existing

2. Entrepreneurship Development & Small Business Enterprises- Poornima M Charantimath, Pearson Education 2008, ISBN 978-81-7758-260-4

### To read as

- Entrepreneurship Development & Small Business Enterprises- 2<sup>nd</sup> edition, Poornima M Charantimath, Pearson Education 2008, ISBN 978-81-317-6226-4

All the Principals of Engineering Colleges are hereby requested to inform these corrections to the faculty who are handling this subject.


Sd/-  
REGISTRAR

To,

- All the Principals of the Engineering Colleges under the ambit of VTU Belagavi

### Copy to:

1. The Registrar's Office, VTU, Belagavi, for information.
2. The Special Officer, Academic Section, VTU Belagavi, for information.
3. The Special Officer CNC section to upload the circular on the VTU web portal.

  
REGISTRAR  
18-11-2020  
18/11/20

B. E. (EC / TC) Choice Based Credit System (CBCS) and Outcome Based Education (OBE) <b>SEMESTER – V</b>			
<b>TECHNOLOGICAL INNOVATION MANAGEMENT AND ENTREPRENEURSHIP</b>			
Course Code	<b>18ES51</b>	CIE Marks	40
Number of Lecture Hours/Week	03	SEE Marks	60
Total Number of Lecture Hours	40 (08 Hours / Module)	Exam Hours	03
CREDITS – 03			
<p><b>Course Learning 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 Ideation Process, creation of Business Model, Feasibility Study and sources of funding</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; <b>Profession (Selected topics of Chapter 1, Text 1).</b></p> <p><b>Planning:</b> Planning-Nature, Importance, Types, Steps and Limitations of Planning; Decision Making – Meaning, Types and Steps in Decision Making(<b>Selected topics from Chapters 4 &amp; 5, Text 1). L1,L2</b></p>			
<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), Departmentalisation, Committees-Meaning, Types of Committees; Centralization Vs Decentralization of Authority and Responsibility; <b>Staffing</b>-Need and Importance, Recruitment and Selection Process (<b>Selected topics from Chapters 7, 8 &amp; 11,Text 1).</b></p> <p><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; 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 (<b>Selected topics from Chapters 15 to 18 and 9, Text 1). L1,L2</b></p>			
<b>Module-3</b>			
<p><b>Social Responsibilities of Business:</b> Meaning of Social Responsibility, Social Responsibilities of Business towards Different Groups, Social Audit, Business Ethics and Corporate Governance (<b>Selected topics from Chapter 3, Text 1).</b></p> <p><b>Entrepreneurship:</b> 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 (<b>Selected topics from Chapter 2, Text 2). L1,L2</b></p>			

#### Module-4

**Family Business:** Role and Importance of Family Business, Contributions of Family Business in India, Stages of Development of a Family Business, Characteristics of a Family-owned Business in India, Various types of family businesses **(Selected topics from Chapter 4,(Page 71-75) Text 2).**

**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) L1,L2**

#### Module-5

**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)**

**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)**

**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). L1,L2,L3**

**Course Outcomes:** After studying this course, students will be able to:

- Understand the fundamental concepts of Management and Entrepreneurship and opportunities in order to setup a business
- Describe the functions of Managers, Entrepreneurs and their social responsibilities
- Understand the components in developing a business plan
- Awareness about various sources of funding and institutions supporting entrepreneurs

#### 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- 2<sup>nd</sup> edition, Poornima M Charantimath, Pearson Education 2008, ISBN 978-81-317-6226-4**
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

#### Reference Book:

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