

**SEMESTER-VI**  
**INDUSTRIAL MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT**

**L T P**

**Credit-4**

**3 1 0**

**Course Objective:**

In the present day scenario, it has become imperative to impart entrepreneurship and management concepts to students so that a significant percentage of them can be directed towards setting up and managing their own small enterprises. It may be further added that an entrepreneurial mindset with managerial skills helps the student in the job market. This subject focuses on imparting the necessary competencies and skills of enterprise set up and its management.

**UNIT-1:**

**Introduction**

- Concept /Meaning and its need
- Qualities and functions of entrepreneur and barriers in entrepreneurship
- Sole proprietorship and partnership forms and other forms of business organisations
- Schemes of assistance by entrepreneurial support agencies at National, State, District –level, organisation: NSIC, NRDC, DC, MSME, SIDBI, NABARD, NIESBUD, HARDICON Ltd., Commercial Banks, SFC's TCO, KVIB, DIC, Technology Business Incubators (TBI) and Science and Technology Entrepreneur Parks

**UNIT-2:**

Market Survey and Opportunity Identification/Ideation, scanning of the business environment Salient features of National and Haryana State industrial policies and resultant business opportunities, Types and conduct of market survey, Assessment of demand and supply in potential areas of growth, Identifying business opportunity, Considerations in product selection, Converting an idea into a business opportunity

Project report Preparation:

- Preliminary project report
- Detailed project report including technical, economic and market feasibility
- Common errors in project report preparations
- Exercises on preparation of project report
- Sample project report

**UNIT-3: Introduction to Management**

- Definitions and importance of management
- Functions of management: Importance and process of planning, organizing, staffing, directing and controlling
- Principles of management (Henri Fayol, F.W. Taylor)
- Concept and structure of an organization
- Types of industrial organizations and their advantages
- Line organization, staff organisation
- Line and staff organisation
- Functional Organisation

**UNIT-4: Management Scope in Different Areas**

- Human Resource Management: Introduction and objective, Introduction to Manpower planning, recruitment and selection, Introduction to performance appraisal methods
- Material and Store Management: Introduction functions, and objectives, ABC Analysis and EOQ
- Marketing and sales: Introduction, importance, and its functions, Physical distribution, Introduction to promotion mix, Sales promotion

- Financial Management: Introductions, importance and its functions, knowledge of income tax, sales tax, excise duty, custom duty, VAT, GST

#### **UNIT-5:**

- Basic of Accounting: Meaning and definition of accounting, Double entry system of book keeping, Trading account, PLA account and balance sheet of a company
- objectives of Financial Management: Profit Maximization v/s
- Wealth Maximization, Total Quality Management (TQM): Statistical process control,
- Intellectual Property Right (IPR): Introduction, definition and its importance, Infringement related to patents, copy right, trade mark

#### **LEARNING OUTCOMES**

After undergoing this course, the students will be able to:

- Know about various schemes of assistance by entrepreneurial support agencies
- Conduct market survey
- Prepare project report
- Explain the principles of management including its functions in an organisation.
- Have insight into different types of organizations and their structures.
- Inculcate leadership qualities to motivate self and others.

#### **RECOMMENDED BOOKS**

- A Handbook of Entrepreneurship, Edited by BS Rathore and Dr JS Saini; Aapga Publications, Panchkula (Haryana)
- Entrepreneurship Development and Management by J.S.Narang; Dhanpat Rai & Sons, Delhi.
- Entrepreneurship Development by CB Gupta and P Srinivasan, Sultan Chand and Sons, New Delhi
- Handbook of Small Scale Industry by PM Bhandari
- Entrepreneurship Development and Management by MK Garg
- E-books/e-tools/relevant software to be used as recommended by AICTE/ NITTTR, Chandigarh.