



BCM5D02: BASICS OF ENTREPRENEURSHIP AND MANAGEMENT

COURSE OBJECTIVES: It is planned to familiarize the students with the basic principles and concepts of business and entrepreneurship. It is envisaged to provide the basics of management concepts and principles of management.

COURSE OUTCOMES: At the end of the course students will have an understanding of the basic concepts of business and forms of business. It will also inculcate a spirit entrepreneurship and develop various entrepreneurial traits in students. This will help to develop an understanding of the basic concepts and principles of management.

SYLLABUS

Module I: Foundation of Business : Concept of business - Industry, Trade and Commerce - Classification of Industry, Types of trade and Aids to trade - Forms of Business enterprises- Sole trader - Partnership - Joint-stock Companies -Cooperative organisations - One man company. Factors to be considered while setting up of a business - Social Responsibility of business. (18 Hours, 15 marks)

Module II: Entrepreneurship: Concept of entrepreneur - Characteristics of entrepreneur - Functions of an entrepreneur - Difference between entrepreneur and manager - Micro, Small and Medium Enterprises, Definition, Registration procedure of Sole proprietorship and partnership units. (10 Hours, 10 marks)

Module III: Management Concepts: Meaning - Nature and characteristics of management - Management as science, art and profession - Levels of management-Henry Fayol 's Principles of management. Functions of Management : Planning - Steps in planning - Organising- Types of organisation - Line, Staff and Functional- Centralisation Vs decentralisation - Authority Vs responsibility - Staffing - Elements of Staffing -Directing - Leadership - Leadership styles - Controlling - Steps in controlling. (20Hours, 15 marks)