Rationale:

The paper has been introduced to achieve dual purpose for the students. Firstly, this course provides the basics of Professional management and secondly it also prepares the student to develop self reliance by becoming an entrepreneur. This makes them conversant with their duties and responsibility to make them successful in their career building by developing profession expertise.

Objectives:

With the input provided in this paper, the students will be able to :-

- Acquire basic knowledge of management.
- Understand the various area of management such as human resources, marketing, finance and commercial aspect, production & material management etc.
- Understand the benefit of becoming an entrepreneur.
- Handle a project efficiently and independently.
- Various procedures of getting their project financed through different financial institution.
- To maintain their books of account, gets than audited and file return of taxes.
- To know the process of getting their units certified with I. S. O. / I. S. I. Etc.
- To avail subsidies / grants / loan etc. from various of agencies.
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Topics</th>
<th>Periods</th>
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<td><strong>Part-I : Professional Studies</strong></td>
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<tr>
<td>01</td>
<td>Introduction.</td>
<td>(04)</td>
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<tr>
<td>02</td>
<td>Business Management.</td>
<td>(24)</td>
</tr>
<tr>
<td>03</td>
<td>Supervisor’s/Technician’s Role.</td>
<td>(02)</td>
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<td><strong>Part-II : Entrepreneurship</strong></td>
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<td>04</td>
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<td>(02)</td>
</tr>
<tr>
<td>05</td>
<td>Information Source and Management.</td>
<td>(04)</td>
</tr>
<tr>
<td>06</td>
<td>Project Formulation and Implementation.</td>
<td>(12)</td>
</tr>
<tr>
<td>07</td>
<td>Acts, Laws, Rules and Pollution Control.</td>
<td>(10)</td>
</tr>
<tr>
<td>08</td>
<td>Project Work.</td>
<td>(02)</td>
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<tr>
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<td><strong>Total:</strong></td>
<td><strong>(30)</strong></td>
</tr>
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Contents:

PART-I : PROFESSIONAL STUDIES

TOPIC: 01 – INTRODUCTION: [04]

01.01 Basis of Management Science.
- Management: Definition, functions, objectives.
- Managing: Science, Theory and Practice.
- Managers/Supervisors and environmental aspects
- Ethics: Right or Wrong, Duty and Obligation, Aims and Objectives, Personal morality, sincerity, integrity, Responsive and Positive Thinking, Commitment, Professional code of conduct.

TOPIC: 02 – BUSINESS MANAGEMENT: [24]

02.01 Planning. [03]
- Nature and purpose of planning.
- Objectives.
- Decision making, Strategies and Policies.
- Making planning effective.

02.02 Organising. [03]
- Nature and purpose.
- Departmentation.
- Relationships.
- Authority and Decentralisation.
- Effective Organisation.

02.03 Staffing. [03]
- Nature and Purpose of Staffing.
- Appraisal.
- Selection.
- Development and Training.

02.04 Leading. [03]
- Human factor and Management.
- Communication: Effective Communication, Various modes of Communications, Barriers of Communication.
- Motivation: Importance and Practice, Characteristics and kinds of motivation, main theories of motivation.
- Leadership-traits of leadership.

02.05 Controlling. [03]
- System and Process of Controlling.
- Techniques of Performance Control.
- Effective Management.

02.06 Assessing /Reviewing. [01]
- Performance Appraisal, maintaining A. C. R. / C. C. R., Communicating adverse remark and sp inning them.
- Giving Production on the basis of good remarks in C. C. R.

02.07 Budgeting. [01]
- How to prepare budget of S. S. I. / Cottage or tiny industries.

02.08 Marketing. [03]
- Product development.
- Demand and Forecasting: Methods of demand forecasting.
- Pricing.
- Sales force Controls.
- Domestic and Export Marketing.
- Promotion: Advertisement & Publicity, Physical distribution- Channels of distribution, Franchise.
02.09 Business Organisation.  
- Village and Khadi Sector.  
- Tiny Sector.  
- Small Scale Sector.  
- Medium Scale Sector.  
- Large Scale Sector.  
- Ownership, Partnership, Private Sector, Public Sector, Joint Stock Company, Cooperative Sector.

02.10 Industrial Disputes and Redressal.  
- Strikes and Lockouts, Causes and Remedies, grievance settlement mechanism.  
- Role of Trade Unions.  
- Preventive methods for man-hour losses.

**TOPIC: 03 – SUPERVISOR'S/TECHNICIAN’S ROLE:**

03.01 Knowledge of Set up.  
03.02 Duty, responsibility, authority and function.  
03.03 Organisational Values.  
03.04 Career needs.
PART-II : ENTREPRENEURSHIP

TOPIC: 04 – INTRODUCTION:

04.01 Introduction.
- Entrepreneur.
- Entrepreneurship.
- Entrepreneurship Development Programme (EDP).

TOPIC: 05 – INFORMATION SOURCE AND MANAGEMENT:

05.01 Information Source and Management Related Organisations (Basic & General Information):

TOPIC: 06 – PROJECT FORMULATION AND IMPLEMENTATION:

06.01 What is a Project?
06.02 Project identification:
- Basis.
- Market.
- Location.
- Raw Materials.
- Infrastructure.
- Technology.
- P & M.
- Skilled Labour.
- Finanance.
- Profitability.

06.04 Project Implementation, Follow-up, CPM, PERT (Network Analysis).

**TOPIC: 07 – ACTS, LAWS, RULES AND POLLUTION CONTROL:**

07.01 Factories Act 1948 *(Brief Study)*: Provisions & punishment for violation.


07.03 Industrial Dispute Act.

07.04 ESI Act 1948.

07.05 Labour Welfare Act.

07.06 Pollution Control Act.

07.07 National and International Standard Organisations.

07.08 Consumer Protection Act 1986.

**TOPIC: 08 – PROJECT WORK:**

As elaborated in Sessional Paper *(0031)*.

**Books Recommended:**


4. Project Appraisal and Follow up, Govind Prakashan, Mumbai. - D. P. Sharda

5. Modern Marketing Management, Progressive Corporation Pvt. Ltd., P51, Mahatma Gandhi Road, Bombay-400 001 - Dr. Rustam S. Davar


Reference Books :

7. Student discipline - Published by I.S.T.E. Mysore
8. Communication Skill - Published by I.S.T.E. Mysore
9. Decision Making - Published by I.S.T.E. Mysore
10. Pollution Control in Industry - Published by I.S.T.E. Mysore
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13. Small Enterprise Management - Published by I.S.T.E. Mysore
14. Motivation - Published by I.S.T.E. Mysore
15. Fundamentals of Environmental Pollution - Krishnan and Kannan
17. Motivation I.I.T. Kanpur - Published by I.S.T.E. Mysore
19. Hand book on Project Appraisal and follow up, Govind Prakashan, 204, Saraswati Kunj, 90, S.V. Road, Goregoan, Bombay-400 062. - D. P. Sarda
22. Management Economics, S. Chand & Sons, - R. L. Varshney & G. L. Maheshwari
   4792/23, Dariaganj, New Delhi-110 002.


SCHEME OF EXAMINATION FOR FINAL EXAMINATION

<table>
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<th>Types of Questions</th>
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<td>Total Marks</td>
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The above table refers to the annual examinations only.

Separate answer book will be given to examinees in examination hall for Part A and Part B. Minimum two questions from each part be attempted.

NOTE:
Select at least two questions from each part (Part-I & Part-II)
Professional Studies & Entrepreneurship

Subject Code 00315

<table>
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<th>Sessional</th>
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Rationale:

The paper has been introduced to achieve dual purpose for the students. Firstly, this course provides the basics of Professional management and secondly it also prepares the student to undertake independent venture by becoming an entrepreneur.

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Objectives:

With the input provided in this paper, the students will be able to :-

- Acquire basic knowledge of management.
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- Handle a project efficiently and in dependently.

To prepare a Project Report on any of the followings :
S.No.  Topics

01  Project Identification and formulation Report.
02  Project Profile/Pre-feasibility Report.
03  Techno-economical Feasibility Report (TEFR).
04  Market Survey Report.

CONTENTS

S.NO.  TOPICS

TOPIC – 01 : PROJECT IDENTIFICATION AND FORMULATION REPORT:

◆ Introduction.
◆ Collection of Data.
◆ Compilation of Data.
◆ Analysis and Assimilation of Data.
◆ Product Selection.
◆ Report Finalisation and Report Writing.

TOPIC - 02 : PROJECT PROFILE/PRE-FEASIBILITY REPORT :

◆ Introduction of the product.
◆ Market.
◆ Man Power (Personnel Required).
◆ Manufacturing Process.
◆ Plant and Machinery.
◆ Cost of Project.
◆ Means of Finance.
◆ Cost of Production.
TOPIC – 03: TECHNO-ECONOMICAL FEASIBILITY REPORT (TEFR).

- Introduction on product.
- Market Prospects and Marketing.
- Location.
- Manufacturing Programme and Annual Turnover.
- Manufacturing Process.
- Cost of Project.
- Means of Finance.
- Organisational Structure, Management and Man Power.
- Project Implementation Schedule.
- Profitability and Cash Flow.

TOPIC - 04: MARKET SURVEY REPORT:

- Data Collection & Processing through Primary & Secondary Sources- Questionnaire method, e-mail, by post, by phone.
- Present Status.
- Growth of the Industry.
- Import and Export.
- Present market Demand.
- Forecast.
- Future Prospect/Scope.
- Market Segmentation.
Books Recommended:

4. Project Appraisal and Follow up, Govind Prakashan, Mumbai. - D. P. Sharda
5. Modern Marketing Management, Progressive Corporation Pvt. Ltd., P51, Mahatma Gandhi Road, Bombay-400 001 - Dr. Rustam S. Davar
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    Department of Industries.
    Corporation, Fraser Road, Patna-800 001.
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    Maheshwari

SCHEME OF EXAMINATION
Marks Distribution

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<td>Viva</td>
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