

4/4 B.Tech - EIGHTH SEMESTER

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| EC 8T3B | Industrial Management & Entrepreneurship | Credits: 3 |
| Lecture: 3 periods/week | | Internal assessment: 30 marks |
| Tutorial: 1 period /week | | Semester end examination: 70 marks |

Course Objectives:

- To enable the students the production planning as a pre production activity involving arranging and designing the production and control systems.
- Demonstrate the impact of entrepreneurship on the economy and the support from Government and financial institutions.
- Enable the students to understand the role of Small Scale Industries and the Institutional support received by them.
- Analyze elements of the entrepreneurial mind set and discuss the implications for functioning as a successful entrepreneur.

Learning Outcomes:

Students will be able to

- Design of organizational structure both industries and academia.
- Develop skill in Work analysis and material management that could help in efficient management of an enterprise.
- Analyse the role of entrepreneurs in the development of a country and the needed capabilities of an entrepreneurs.
- Understand the role of small scale industries and the institutional support provided by various organisations for business.
- Understand the new venture development and the role of creativity and innovation in the business

UNIT-I

Introduction: Management and Industrial Engineering and relation with other fields.
Plant Location and Layout: General considerations, Types of Layout, Cellular Manufacturing.
Scheduling: Scheduling In Job, Shop Type Production. Methods of Production Control.

UNIT-II

Work Analysis Material Management: Design of work methods, Time and motion study, Work sampling, Selection of labour and wage payment, Incentive and motivation. Inventory management, Deterministic and probabilistic models of Inventory control, Material requirements Planning, JIT, ERP, SCM Business process reengineering.

UNIT-III

Entrepreneur: Conceptual issues. Entrepreneurship vs. Management. Roles & Functions of an Entrepreneur, Types of Entrepreneur, Intrapreneur - an emerging Class. Stages in entrepreneurial process; Role of entrepreneurs in Economic Development; Entrepreneurship in India; Entrepreneurship – its Barriers.

UNIT-IV

Small Scale Industry and Institutional Support: Definition; Characteristics; Need and rationale: Objectives; Scope; role of SSI in Economic Development. Government policy & Support for S.S.I. during 5 year plans. Supporting Agencies of Government for SSI. Meaning; Nature of Support; Objectives; Functions; Types of Help; Ancillary Industry and Tiny Industry.

UNIT-V

Entrepreneurship: Creativity and Innovation in Business. Creativity and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-business Ventures; New Venture Management. Entrepreneurial Leadership in Turbulent Times. Ecological Entrepreneurship. International Business Opportunities.

Learning Resources

Text Books:

1. Elwood S. Buffa and Rakesh K. Sarin: “Modern Production/Operations Management”, Wiley India, New Delhi, 2008.
2. Aswathappa K: “Production and Operation Management”, Himalaya Publishing House, Mumbai.
3. Hisrich: Entrepreneurship, TMH, New Delhi, 2009

References:

1. Narayana Reddy: Entrepreneurship. Cengage learning, New Delhi, 2010
2. Rajeev Roy: Entrepreneurship, Oxford University Press, New Delhi, 2010
3. V. Gangadhar, Narsimha Chary: Entrepreneurship Development, Kalyani Publishers, New Delhi, 2001