

DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING

2. COURSE MODULE FOR THE AY- 2026-27 (ODD sem)

Course Syllabi with CO's

Department: Electronics and Communication Engineering							
Course Code	Course Title	Core/Elective	Prerequisite	Contact Hours			Total Hrs/ Sessions
				L	T	P	
BEC501	Technological Innovation Management and Entrepreneurship	Professional Core Course	Knowledge of management, Planning, entrepreneurship, Good communication skills, Idea of marketing	3	-	-	0
Objectives	Course objectives: This course will enable students to • Understand basic skills of Management • Understand the need for Entrepreneurs and their skills • Identify the Management functions and Social responsibilities. • Understand economic development, creativity and Innovation. • Understand the Ideation Process, creation of Business Model, Feasibility Study and sources of funding.						
Topics to be Covered as per the VTU Syllabus							
MODULE-1							
Management: Nature and Functions of Management – Importance, Definition, Management Functions, Levels of Management, Roles of Manager, Managerial Skills, Management & Administration, Management as a Science, Art & Profession.							
Planning: Planning-Nature, Importance, Types, Steps and Limitations of Planning; Decision Making –Meaning, Types and Steps in Decision Making. RBT Level:L1, L2							
MODULE-2							
Organizing and Staffing: Organization-Meaning, Characteristics, Process of Organizing, Principles of Organizing, Span of Management (meaning and importance only), Departmentalization-Process Departmentalization, Purpose Departmentalization, Committees– Meaning, Types of Committees.							
Staffing -Need and Importance, Recruitment and Selection Process.							
Directing and Controlling: 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, Behavioral Approach of Leadership.							
Coordination -Meaning, Types, Techniques of Coordination.							
Controlling – Meaning, Need for Control System, Benefits of Control, Essentials of Effective Control System, and Steps in Control Process. RBT Level: L1,L2							

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MODULE-3

Social Responsibilities of Business: Meaning of Social Responsibility, Social Responsibilities of Business towards Different Groups, Social Audit, Business Ethics and Corporate Governance.

Entrepreneurship: 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.

RBT Level: L1, L2

MODULE-4

Modern Small Business Enterprises: Role of Small Scale Industries, Impact of Globalization and WTO on SSIs, Concepts and definitions of SSI Enterprises, Government policy and development of the Small Scale sector in India, Growth and Performance of Small Scale Industries in India, Sickness in SSI sector, Problems for Small Scale Industries, Ancillary Industry and Tiny Industry (Definition only).

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.

RBT Level: 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?

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

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.

RBT Level: L1, L2, L3

List of Text Books

1. **Principles of Management** – P.C Tripathi, P.N Reddy, McGraw Hill Education, 6th Edition, 2017. ISBN13:978-93-5260-535-4.
2. **Entrepreneurship Development Small Business Enterprises-** Poornima M Charantimath, 2nd Edition, Pearson Education 2018, 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.

List of Reference Books

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

List of URLs, Text Books, Notes, Multimedia Content, etc

1. <https://nptel.ac.in/courses/110107094>
2. <https://nptel.ac.in/courses/11010614>
3. <https://nptel.ac.in/courses/122106031>

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Course Outcomes	At the end of the course the student will be able to:
	1. Define the basic concepts of management, planning, and decision-making, and explain the functions, levels, roles, and skills of managers along with the importance and limitations of planning and decision-making. 2. Define the concepts of organizing, staffing, directing, and controlling, and explain the principles, processes, and theories related to motivation, communication, leadership, coordination, and control systems in management. 3. Define the concepts of social responsibility, business ethics, corporate governance, and entrepreneurship, and explain the characteristics, types, and challenges of entrepreneurs along with models of entrepreneurial development. 4. Identify the role, growth, and challenges of small-scale industries in India, and explain the concepts of idea generation, creativity, innovation, and various feasibility analyses for establishing small business enterprises. 5. Describe business models, business plans, financing options, and government support for entrepreneurship, and apply the concepts of project design and network analysis (PERT and CPM) in preparing and evaluating business projects.
Internal Assessment Marks: Assessment Details of Semester End Exam (SEE) : 1. The SEE will be conducted for 100 marks with a question paper containing 10 full questions, each of 20 marks. 2. Each full question can have a maximum of 3 sub-questions. 3. There will be 2 full questions from each module covering all the topics of the module. 4. Students will have to answer 5 full questions, selecting one full question from each module. 5. The total marks will be proportionally reduced to 50.	
Assessment Details of Continuous Internal Evaluation (CIE) 1. Three Unit Tests each of 20 Marks 2. Two assignments each of 10 Marks 3. Industrial visit or Group discussion or Role play or Think pair share activity 20 Marks 4. The sum of three tests, two assignments, and quiz or seminar will be out of 100 marks and will be scaled down to 50 marks	

The Correlation of Course Outcomes (CO's) and Program Outcomes (PO's)

Course Code:	BEC501 Course Title: Technological Innovation Management and Entrepreneurship													
List of Course Outcomes	Program Outcomes												PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	3	2	2	2	2	2	2	2	2	2	2	2	2
1	3	2	2	2	2	2	2	2	3	3	2	2	2	2
CO-3	2	2	2	2	2	2	2	3	2	2	2	2	2	2
CO-4	2	3	3	2	2	2	2	2	2	2	3	2	2	2
CO-5	3	3	3	2	3	2	2	2	2	3	3	3	2	2

Note: 3 = Strong Contribution 2= Average Contribution 1 = Weak Contribution -= No Contribution