

Sardar Vallabhbhai National Institute of Technology (SVNIT) Surat
Department of Management Studies

B.Tech. I (Civil Engineering) Semester – II B.Tech. III (Computer Science Engineering) Semester – VI B.Tech. IV (Chemical Engineering) Semester – VII B.Tech. IV (Electrical Engineering) Semester – VII INNOVATION, INCUBATION AND ENTREPRENEURSHIP MG110	Scheme	L	T	P	Credit
		3	1	0	04

1.	Course Outcomes (COs): At the end of the course, the students will be able to
CO1	Explain the concepts of Entrepreneurship
CO2	Develop skills related to various functional areas of management (Marketing Management, Financial Management, Operations Management, Personnel Management etc.)
CO3	Develop skills related to Project Planning and Business Plan development
CO4	Demonstrate the concept of Innovation, Intellectual Property Rights (IPR) and Technology Business incubation
CO5	Build knowledge about Sources of Information and Support for Entrepreneurship
CO6	Develop experiential learning through Assignments, Management games, Case study discussion, Group discussion, Group presentations etc.

2.	Syllabus	
	CONCEPTS OF ENTREPRENEURSHIP	(8 Hours)
	Scope of Entrepreneurship, Definitions of Entrepreneurship and Entrepreneur, Entrepreneurial Traits, Characteristics and Skills, Entrepreneurial Development models and Theories, Entrepreneurs Vs Managers, Classification of Entrepreneurs; Major types of Entrepreneurship – Techno Entrepreneurship, Women Entrepreneurship, Social Entrepreneurship, Intrapreneurship (Corporate entrepreneurship), Rural Entrepreneurship, Family Business etc.; Problems for Small Scale Enterprises and Industrial Sickness; Entrepreneurial Environment – Political, Legal, Technological, Natural, Economic, Socio – Cultural etc.	
	FUNCTIONAL MANAGEMENT AREA IN ENTREPRENEURSHIP	(16 Hours)
	Marketing Management: Basic concepts of Marketing, Development of Marketing Strategy and Marketing plan Operations Management: Basic concepts of Operations management, Location problem, Development of Operations strategy and plan Personnel Management: Main operative functions of a Personnel Manager, Development of H R strategy and plan	

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	Financial Management: Basics of Financial Management, Ratio Analysis, Investment Decisions, Capital Budgeting and Risk Analysis, Cash Flow Statement, Break Even Analysis	
	PROJECT PLANNING	(8 Hours)
	Search for Business Idea, Product Innovations, New Product Development – Stages in Product Development; Sequential stages of Project Formulation; Feasibility analysis – Technical, Market, Economic, Financial etc.; Project report; Project appraisal; Setting up an Industrial unit – procedure and formalities in setting up an Industrial unit; Business Plan Development	
	PROTECTION OF INNOVATION THROUGH IPR	(3 Hours)
	Introduction to Intellectual Property Rights – IPR, Patents, Trademarks, Copy Rights	
	INNOVATION AND INCUBATION	(6 Hours)
	Innovation and Entrepreneurship, Creativity, Green Technology Innovations, Grassroots Innovations, Issues and Challenges in Commercialization of Technology Innovations, Introduction to Technology Business Incubations, Process of Technology Business Incubation	
	SOURCES OF INFORMATION AND SUPPORT FOR ENTREPRENEURSHIP	(4 Hours)
	State level Institutions, Central Level institutions and other agencies	
	Tutorial: Case Study Discussion, Group Discussion, Management games and Assignments / Mini projects & presentation on related Topics	(15 Hours)
	(Total Contact Time: 45 Hours + 15 Hours= 60 Hours)	

3.	Tutorials
1	Case Study Discussion
2	Group Discussion
3	Management games
4	Assignments / Mini projects & presentation on related Topics

4.	Books Recommended:
1	Desai Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, India, 6th Revised Edition, 2020
2	Charantimath P. M., Entrepreneurial Development and Small Business Enterprises, Pearson Education, 3rd Edition, 2018

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3	Holt David H., Entrepreneurship: New Venture Creation, Pearson Education, 2016
4	Chandra P., Projects: Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill, 9th Edition, 2019
5	Banga T. R. & Sharma S.C., Industrial Organisation & Engineering Economics, Khanna Publishers, 25th Edition, 2015
6	Prasad L.M., Principles & Practice of Management, Sultan Chand & Sons, 8th Edition, 2015
7	Everett E. Adam, Ronald J. Ebert, Production and Operations Management, Prentice Hall of India, 5th edition, 2012
8	Kotler P., Keller K. L., Koshi A. & Jha M., Marketing Management – A South Asian Perspective, Pearson, 14th Edition, 2014
9	Tripathi P.C., Personnel Management & Industrial Relations, Sultan Chand & sons, 21st Edition, 2013
10	Chandra P., Financial Management, Tata McGraw Hill, 9th Edition, 2015

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B.Tech. II (Chemical Engineering) Semester – IV B.Tech. II (Electrical Engineering) Semester – IV B.Tech. III (Computer Science and Engineering) Semester – V B.Tech. III (Electronics and Communication Engineering) Semester – V PROFESSIONAL ETHICS, ECONOMICS AND BUSINESS MANAGEMENT MG210	Scheme	L	T	P	Credit
		3	1	0	04

1.	Course Outcomes (COs): At the end of the course, the students will be able to
CO1	Develop knowledge regarding Professional ethics
CO2	Develop knowledge of Economics in engineering
CO3	Develop managerial skills to become future engineering managers
CO4	Develop skills related to various functional areas of management (Marketing Management, Financial Management, Operations Management, Personnel Management etc.)
CO5	Build knowledge about modern management concepts
CO6	Develop experiential learning through Assignments, Management games, Case study discussion, Group discussion, Group presentations etc.

2.	Syllabus	
	PROFESSIONAL ETHICS	(6 Hours)
	Introduction, Meaning of Ethics, Approaches to Ethics, Major attributes of Ethics, Business Ethics, Factors influencing Ethics, Importance of Ethics, Ethics in Management, Organizational Ethics, Ethical aspects in Marketing, Mass communication and Ethics - Television, Whistle blowing, Education – Ethics and New Professional, Intellectual Properties and Ethics, Introduction to Professional Ethics, Engineering Ethics	
	ECONOMICS	(8 Hours)
	Introduction To Economics, Applications & Scopes of Economics, Micro & Macro Economics, Demand Analysis, Demand Forecasting, Factors of Production, Types of Cost, Market Structures, Break Even Analysis	
	MANAGEMENT	(15 Hours)

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	Introduction to Management, Features of Management, Nature of Management, Development of Management Thoughts – Scientific Management by Taylor & Contribution of Henry Fayol, Coordination & Functions Of Management, Centralization & Decentralization, Decision Making; Fundamentals of Planning; Objectives & MBO; Types of Business Organizations: Private Sector, Public Sector & Joint Sector; Organizational Behaviour: Theories of Motivation, Theories of Leadership	
	FUNCTIONAL MANAGEMENT	(14 Hours)
	Marketing Management: Core Concepts of Marketing, Marketing Mix (4p), Segmentation – Targeting – Positioning, Marketing Research, Marketing Information System, Concept of International Marketing, Difference Between Domestic Marketing & International Marketing; Operations Management: Introduction to Operations Management, Types of Operation Systems, Types of Layouts, Material Handling, Purchasing & Store System, Inventory Management; Personnel Management: Roles & Functions of Personnel Manager, Recruitment, Selection, Training; Financial Management: Goal of Financial Management, Key Activities In Financial Management, Organization of Financial Management, Financial Institutions, Financial Instruments, Sources of Finance	
	MODERN MANAGEMENT ASPECTS	(2 Hours)
	Introduction To ERP, e – CRM, SCM, RE – Engineering, WTO, IPR Etc.	
	Tutorial: Case Study Discussion, Group Discussion, Management games and Assignments / Mini projects & presentation on related Topics	(15 Hours)
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2	Prasad L.M., Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition, 2015
3	Banga T. R. & Sharma S.C., Industrial Organisation & Engineering Economics, Khanna Publishers, 25 th Edition, 2015

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4	Everett E. Adam, Ronald J. Ebert, Production and Operations Management, Prentice Hall of India, 5th edition, 2012
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6	Tripathi P.C., Personnel Management & Industrial Relations, Sultan Chand & sons, 21 st Edition, 2013
7	Chandra P., Financial Management, Tata McGraw Hill, 9 th Edition, 2015
8	Crane A. & Matten D., Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalisation, Oxford University, 2010
9	Fritzsche D. J., Business Ethics: a Global and Managerial Perspectives, McGraw Hill Irwin, Singapore, 2004
10	Mandal S. K., Ethics in Business and Corporate Governance, Tata McGraw Hill, 2011