

4/4 B.Tech - EIGHTH SEMESTER

EC 8T4B

Industrial Management & Entrepreneurship

Credits: 4

Lecture : 4 periods/week

Internal assessment: 30 marks

Tutorial: 1 period /week

Semester end examination: 70 marks

Course Objectives:

- To discuss the evolution of principles that make it possible to design facilities, processes, and control systems with a degree of predictability as to their performance.
- To present the student with an overall view of the decision-making process as it relates to the major areas of Production/Operations Management.
- To enable the students the production planning as a pre production activity involving arranging and designing the production system.
- To develop a degree of competency in controlling the operations systems that are designed, so that products and services may be made to meet quality standards, and be available.
- Define entrepreneurship within the context of society, organizations and individuals.
- Demonstrate the impact of entrepreneurship on the economy and the support from Government and financial institutions.
- Recognize and overcome obstacles to creative problem-solving.
- Analyze elements of the entrepreneurial mind set and discuss the implications for functioning as a successful entrepreneur.

Learning Outcomes:

- Students will be aware of the design of the organizational structure of both industries and the academia.
- Students will develop skill in Work analysis and material management that could help in efficient management of an enterprise
- Students will analyse the role of entrepreneurs in the development of a country and the needed capabilities of an entrepreneurs.
- Students will understand the role of small scale industries and the institutional support provided by various organisations for 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 and Measurement: Design of work methods, Time and motion study, Work sampling, Selection of labour and wage payment, Incentive and motivation.

UNIT-III

Material Management: Inventory management, Deterministic and probabilistic models of Inventory control, Material requirements Planning, JIT, ERP, SCM Business process reengineering.

UNIT-IV

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-V

Small scale industry: Definition; Characteristics; Need and rationale: Objectives; Scope; role of SSI in Economic Development. Government policy & Support for S.S.I. during 5 year plans.

UNIT-VI

Institutional Support: Supporting Agencies of Government for SSI. Meaning; Nature of Support; Objectives; Functions; Types of Help; Ancillary Industry and Tiny Industry.

UNIT-VII

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.

UNIT-VIII

Contemporary issues in Entrepreneurship: Entrepreneurial Leadership in Turbulent Times. Ecological Entrepreneurship. International Business Opportunities.

Learning Resources

Text Books:

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

References:

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