

COURSE TITLE	ENTERPRISE MANAGEMENT
COURSE CODE	04GB0101
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the fundamentals of Enterprise Management, including its history and key concepts.
- 2 Recognize the functions of management: Planning, Organizing, Leading, and Controlling, and their importance in organizational success.
- 3 Analyze different management principles, including organizational structure, manager roles, and necessary skills like technical, human, and conceptual abilities.
- 4 Evaluate the ethical implications of management decisions and the importance of social responsibility in business practices.
- 5 Explore operations management principles, strategies, and techniques for enhancing productivity, quality, and innovation within an organization.

Pre-requisite of course:N/A

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Enterprise Management Overview of Enterprise Management, Evolution of Management Thought, Functions of Management: Planning, Organizing, Leading, Controlling	15
2	Management Principles and Ethics Organizational Structure and Design, Roles and Responsibilities of Managers, Management Skills: Technical, Human, Conceptual, Management Ethics and Social Responsibility, Vision, Mission, and Goals	15
3	Operations Management Introduction to Operations Management, Operations Strategy: Productivity, Quality, Innovation, Inventory Management	15
4	Entrepreneurship and Innovation Introduction to Entrepreneurship, Opportunity Recognition and Evaluation, Business Model Canvas, Financing New Ventures: Bootstrapping, Angel Investors, Venture Capital	15
Total Hours		60

Textbook :

- 1 Principles of Management, P.C. Tripathi and P.N. Reddy, Tata McGraw-Hill Education, 2023
- 2 Operations Strategy, Nigel Slack and Mike Lewis, Pearson, 2022

References:

- 1 Entrepreneurship Development and Small Business Enterprises, Entrepreneurship Development and Small Business Enterprises, Poornima M. Charantimath, Pearson Education India, 2021
- 2 Strategic Management: Concepts and Cases, Strategic Management: Concepts and Cases, Fred R. David and Forest R. David, Pearson, 2022

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.netsuite.com/portal/resource/articles/erp/enterprise-management.shtml>
- 2 <https://indiafreeNotes.com/bu-bba-enterprises-management/>
- 3 <https://www.studocu.com/en-ie/document/dun-laoghaire-institute-of-art-design-and-technology/enterprise-management/enterprise-management-notes/9261176>
- 4 <https://www.sciencedirect.com/topics/computer-science/enterprise-management>
- 5 <https://www.sciencedirect.com/topics/computer-science/enterprise-management>