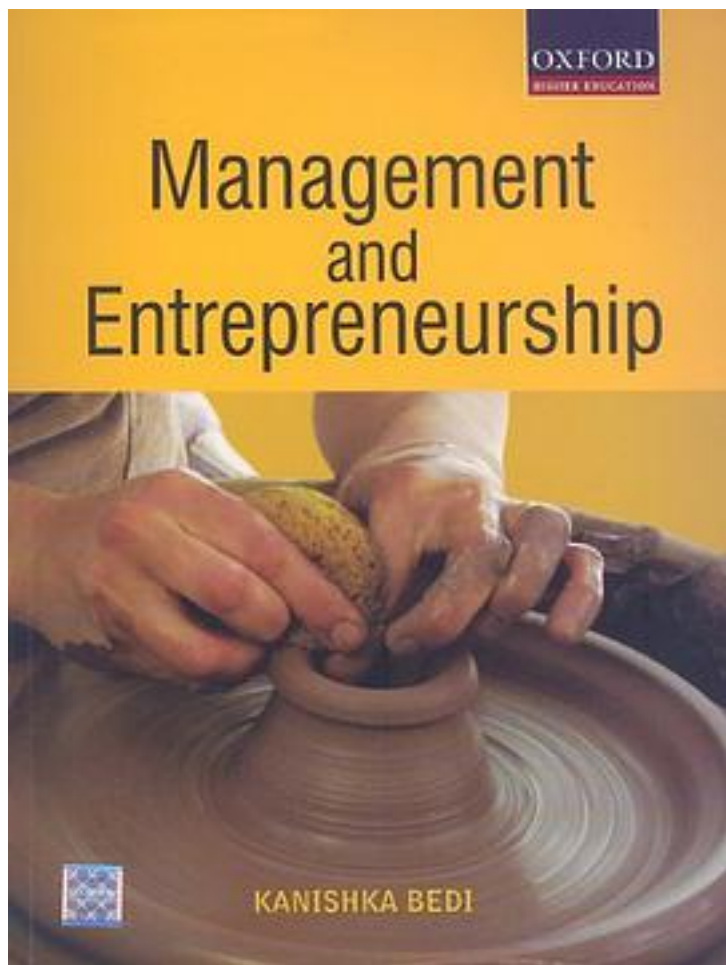


Management and Entrepreneurship



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Management & Entrepreneurship is designed to serve as a textbook for undergraduate engineering students of VTU, Karnataka. The book provides a complete overview of managerial decision making responsibilities and the role played by entrepreneurship

in developing an organization. Starting with the definition of management, the various facets of managerial roles and a broad account of the history of development of management thought, the book provides in-depth discussions on the nature, importance and purpose of planning. It elaborates further on the importance of organizing and staffing, and directing and controlling. The discussion moves on to introduce the concept of entrepreneurship as a business development tool. Special emphasis is placed on entrepreneurship in the Indian environment with detailed discussions on the development of small-scale industry, the role of institutional support and the importance of preparation of projects. The book lays emphasis on simplified definitions and point-wise presentation of theoretical concepts. It also provides numerous real-life examples, illustrations and inspirational case studies which play the dual role of explaining concepts as well as instilling entrepreneurial zeal in students.

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