



**Lok Jagruti Kendra University**  
University with a Difference

# **Diploma in Automobile Engineering**



**Course Code: 025010407**

**Automobile Industrial Management and  
Entrepreneurship**

<b>Programme / Branch Name</b>			Automobile Engineering			
<b>Course Name</b>	Automobile Industrial Management and Entrepreneurship				<b>Course Code</b>	025010407
<b>Course Type</b>	HSSC	BSC	ESC	PCC	OEC	PEC

**Legends:** HSSC: Humanities and Social Sciences Courses      BSC: Basic Science Courses  
 ESC: Engineering Science Courses      PCC: Program Core Courses  
 OEC: Open Elective Courses      PEC: Program Elective Courses

## 1. Teaching and Evaluation Scheme

Teaching Hours / Week					Evaluation Scheme				
L	T	P	Total Teaching Hours	Total Credit	CA	CCE	SEE (TH)	SEE (PR)	Total
3	0	0	3	3	10	40	50	-	100

**Legends:** L: Lectures      T: Tutorial      P: Practical  
 CA: Continuous Assessment (Attendance + Activity)  
 CCE: Continuous & Comprehensive Evaluation  
 SEE (Th): Semester End Evaluation (Theory)  
 SEE (Pr): Semester End Evaluation (Practical)

## 2. Prerequisite

✓ No Prerequisite

## 3. Rationale

✓ The course aims to impart Plan, organize, and manage various aspects of automobile operations and business for profitability and growth.

## 4. Objectives

- ✓ Describe merit and demerit of different forms of business organizations.
- ✓ Identify and describe sources of business finances
- ✓ Apply CPM and PERT techniques as network planning tools
- ✓ Use various inventory control techniques for better material management
- ✓ Explain various steps involved in preventive maintenance
- ✓ Describe motor vehicle rules and driving regulations
- ✓ Explain the procedure for issuing a driving license and registration of vehicle
- ✓ Explain various steps involved in vehicle selling technique.

## 5. Contents

Unit No.	Unit Name	Topics	Learning Outcome	% Weightage	Hours
1.	<b>Introduction Industrial Management</b>	1.1 Nature of business organization. 1.2 Merits & demerits of the sole trading, partnership, Joint stock company, Cooperative & State enterprise, etc. 1.3 Self-employment & Entrepreneurship 1.4 Sources of raising business finance such as shares, debentures bonds, commercial banks, public deposits and co-op. credit bank, etc. 1.5 Specialized Agencies of finance such as IDBI, IFC, ICICI, NIDC, LITI, LIC, GSPE, GIDC, GSIC, etc. and their function.	<ul style="list-style-type: none"> <li>Grasp the basics of industrial Management and its finance.</li> </ul>	15	5
2.	<b>Network Analysis</b>	2.1 Meaning of CPM and PERT. 2.2 Meaning of activity and event 2.3 Rules of constructing a network using dummy and real activities.	<ul style="list-style-type: none"> <li>Understanding necessity, types, construction and working of industrial Network.</li> </ul>	20	10
3.	<b>Material Management</b>	3.1 Functions of material management. 3.2 System of purchasing. 3.3 Types of forms used in purchasing. 3.4 Stores management: Functions of store keeping, Types of stores, Materials to be stored, Types of records maintained in the stores, Classification and codification of stores. 3.5 Inventory control: Importance, and its techniques.	<ul style="list-style-type: none"> <li>Understanding necessity, types, construction and working of Material Management.</li> </ul>	25	15

		3.7 Construction and Working of Overdrive.			
4.	<b>The Nature of Entrepreneurship</b>	4.1 Entrepreneurship - Definition and Meaning 4.2 Characteristics of Entrepreneurship / Traits of an Entrepreneur 4.3 Functions of Entrepreneurship – Job Creation, Innovation, Inspiration, Economic Development 4.4 Types of Entrepreneurships 4.5 Entrepreneurship and Intrapreneurship 4.6 Entrepreneurship Strategy	<ul style="list-style-type: none"> <li>Understanding The Nature of Entrepreneurship</li> </ul>	20	4
5.	<b>The importance of Entrepreneurship</b>	5.1 The Innovation Concept 5.2 Importance of Innovation for Entrepreneurship 5.3 Source of Innovation for Opportunities 5.4 The Innovation Process 5.5 Product life cycle, new product development process, mortality curve 5.6 Creativity and innovation in product modification/ development 5.7 Role of Entrepreneurship in Modern Economy 5.8 Characteristic of Managers 5.9 Characteristic of Entrepreneurs 5.10 Similarities and differences between Managers and Entrepreneurs	<ul style="list-style-type: none"> <li>Understanding The importance of Entrepreneurship</li> </ul>	20	8
				<b>Total Hours</b>	<b>42</b>

**6. Suggested Specification Table for Evaluation Scheme**

Unit No.	Unit Name	Distribution of Topics According to Bloom's Taxonomy					
		R %	U %	App %	C %	E %	An %
1.	Introduction Industrial Management	40	40	20	0	0	0
2.	Network Analysis	25	50	25	0	0	0
3.	Material Management	30	70	0	0	0	0
4.	The Nature of entrepreneurship	40	40	20	0	0	0
5.	The importance of entrepreneurship	30	50	20	0	0	0

**Legends:** R: Remembering U: Understanding  
 App: Applying C: Creating  
 E: Evaluating An: Analyzing

**7. Reference Books**

- 1) Entrepreneurship in Action Coulter PHI 2nd Edition (Text Book)
- 2) Entrepreneurship Development E. Gordon & Natarajan Himalaya 2008
- 3) Entrepreneurial Development S S Khanka S Chand & Co., New Delhi
- 4) Entrepreneurship Development and Management A. K. Singh Jain Book Agency (JBA) publishes
- 5) Material Management Ammer Taraporevala
- 6) Industrial Maintenance H. P. Garg S.chand
- 7) Modern Maintenance Management E. J. Miller
- 8) Material Management N. K. Nair Vikas Publication House pvt.ltd

**8. Open Sources (Website, Video, Movie)**

- 1) <https://www.youtube.com/c/TheAutomotives>
- 2) <https://theautomobileengineers.blogspot.com/>
- 3) <http://nptel.ac.in/>
- 4) <https://www.youtube.com/c/LearnEngineering>
- 5) <http://www.learnerstv.com/>
- 6) <http://auto.howstuffworks.com/>
- 7) [https://www.youtube.com/watch?v=rb3\\_suXXbxY](https://www.youtube.com/watch?v=rb3_suXXbxY)
- 8) <https://www.youtube.com/watch?v=WeLm7wHvdxQ>
- 9) <https://www.youtube.com/watch?v=yYAw79386WI>
- 10) <https://www.youtube.com/watch?v=6DL0j0eKD8Y>
- 11) [https://www.youtube.com/watch?v=u\\_y1S8C0Hmc](https://www.youtube.com/watch?v=u_y1S8C0Hmc)
- 12) [https://www.youtube.com/watch?v=u\\_y1S8C0Hmc](https://www.youtube.com/watch?v=u_y1S8C0Hmc)
- 13) <https://www.youtube.com/watch?v=WwMYGF2avrs>
- 14) <https://www.youtube.com/watch?v=mWtFkEwF61I>
- 15) <https://www.youtube.com/watch?v=ZN6xHc7Nz-E>
- 16) <https://www.youtube.com/watch?v=18YNpG7IAQ8>
- 17) [https://www.youtube.com/watch?v=vNSZ\\_HYiJoI](https://www.youtube.com/watch?v=vNSZ_HYiJoI)
- 18) [https://www.youtube.com/watch?v=bRcDvCj\\_JPs](https://www.youtube.com/watch?v=bRcDvCj_JPs)
- 19) <https://www.youtube.com/watch?v=FTiJAdJjsqA>
- 20) <https://www.youtube.com/watch?v=OezhCX4WB>

