



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

TECHNOLOGY BUSINESS INCUBATION								
IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBE66	Elective	L	T	P	C	CIA	SEE	Total
		2	-	-	2	40	60	100
Contact Classes: 20	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 20			
Prerequisite: Entrepreneurship and Design Thinking								
SDGs Mapped: SDG 9 (Industry, Innovation and Infrastructure), SDG 8 (Decent Work & Economic Growth)								

I. COURSE OVERVIEW:

This course provides students with an understanding of small and medium enterprises (SMEs) and their role in the Indian economy. It covers the processes of identifying business opportunities, establishing and managing SMEs, and leveraging institutional and governmental support. Students will explore challenges faced by SMEs, strategies for managing growth and performance, and the policies and initiatives that promote entrepreneurship. The course equips learners with practical knowledge to set up, operate, and sustain SMEs effectively.

II. OBJECTIVES:

The students will try to learn:

- I. The concept, significance, and challenges of SMEs in India's economy.
- II. The business opportunities and formalities for establishing SMEs, including environmental and social considerations.
- III. The types of institutional and financial support available for SMEs at central and state levels.
- IV. Develop skills for managing SMEs, including product lines, client communication, credit monitoring, and handling NPAs.
- V. Familiarize students with government policies and agencies promoting entrepreneurship and supporting SME development.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Recall the definitions, role, and scope of SMEs in India and their contribution to employment and exports.
- CO2 Explain the steps and formalities involved in setting up an SME, including opportunity identification and sector-specific considerations.
- CO3 Apply knowledge of financial and institutional support to plan and secure resources for SMEs.
- CO4 Analyze management challenges in SMEs, including NPAs, restructuring, and performance evaluation.
- CO5 Evaluate government policies, incentives, and support mechanisms available for SMEs to ensure sustainable growth.
- CO6 Design strategies to overcome SME challenges, implement effective management practices, and leverage institutional and policy support.

IV. COURSE CONTENT:

MODULE-I-INTRODUCTION FOR SMALL AND MEDIUM ENTREPRENEURSHIP (SME) - Classes: (06)

Concept & Definition, Role of Business in the modern Indian Economy SMEs in India, Employment and export opportunities in MSMEs. Issues and challenges of MSMEs

MODULE -II-SETTING OF SMES: (10)

Identifying the Business opportunity, Business opportunities in various sectors, formalities for setting up an enterprise - Location of Enterprise – steps in setting up an enterprise – Environmental aspects in setting up, Incentives and subsidies, Rural entrepreneurship – Women entrepreneurship

MODULE -III-INSTITUTIONS SUPPORTING MSMES: (07)

Forms of financial support, long term and short-term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions, Central level institutions, State level institutions, and other agencies

Commercial Bank – Appraisal of Bank for loans. Institutional aids for entrepreneurship development – Role of DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureaus

MODULE -IV-MANAGEMENT OF MSME: (12)

Management of Product Line; Communication with clients - Credit Monitoring System - Management of NPAs - Restructuring, Revival and Rehabilitation of MSME, Problems of entrepreneurs – sickness in SMI – Reasons and remedies, Evaluating entrepreneurial performance.

MODULE -V-ROLE OF GOVERNMENT IN PROMOTING ENTREPRENEURSHIP: (10)

MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB).

V. TEXT BOOKS:

1. Rajeev Babel “Treatise on Micro Small and Medium Enterprises” 2nd edition, 2021.
2. Taxman “MSME Ready Reckoner Professional Book”, 2nd edition, 2021.
3. CA Kamal Garg, Bharat “Handbook on Micro Small and Medium Enterprises”, 3rd edition, 2020.
4. Krishnan L Ratha. “Small and Medium Enterprises under Globalization Challenges and Opportunities “, 1st edition, 2017.

VI. REFERENCE BOOKS:

1. Suman Kalyan Chaudhury, “Micro Small and Medium Enterprises in India Hardcover”, Raj Publications, 2nd edition, 2013.
2. Aneet Monika Agarwal, “Small and Medium Enterprises in Transitional Economies” challenges and opportunities”, DEEP and DEEP Publications, 4th edition, 2015.

VII. WEB REFERENCES:

1. <https://msme.gov.in/sites/default/files/Sch-vol1-151214.pdf-.sri.pdf>
2. [www.dcmsme.gov.in/Terms%20of%20Reference%20\(ToR\).pdf](http://www.dcmsme.gov.in/Terms%20of%20Reference%20(ToR).pdf)

VIII. E-TEXT BOOKS:

1. <https://msme.gov.in/Media-and-press-release/e- book>
2. <https://www.pwc.in/assets/pdfs/publications-2011/innovation-msme-2011.pdf>
3. https://www.amazon.in/dp/B089ZCQ4KB/ref=cm_sw_r_apan_glt_7WZFTXTWT7V77TS8JGVR.
4. https://www.amazon.in/dp/B089YSNHP2/ref=cm_sw_r_apan_glt_DYY28P0BYB9QTE8Z7XS4.
5. https://www.amazon.in/dp/B08J45L49D/ref=cm_sw_r_apan_glt_6CXF7J4SQ9Q0TZH14R0H.