

MSME MANAGEMENT

| IV Semester: MBA | | | | | | | | |
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| Course Code | Category | Hours / Week | | | Credits | Maximum Marks | | |
| | | L | T | P | C | CIA | SEE | Total |
| CMBC61 | Elective | 4 | - | - | 4 | 30 | 70 | 100 |
| | | Contact Classes: 45 | | | | Tutorial Classes: Nil | | Practical Classes: Nil |
| Total Classes: 45 | | | | | | | | |
| <p>I. COURSE OVERVIEW: This course will able to acquire the knowledge and skills needed for entrepreneurship. The fundamentals of entrepreneurship, organization and management of MSMEs, institutional support to MSEM, MSMEs policy framework, financial in MSMEs and etc. The topics covered under this is introduction for small and medium entrepreneurship, setting of SMEs, Institutions supporting MSMEs, Management of MSME, role of government in promoting entrepreneurship.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <ol style="list-style-type: none"> I. The export opportunities in MSMEs, Issues and challenges of MSMEs. II. The environmental aspects in setting up, incentives and subsidies, rural entrepreneurship – women entrepreneurship. III. Sources of financial support, development financial institutions and investment institutions. IV. The restructuring, revival and rehabilitation of MSME and problems of entrepreneurs. V. The role of government in promoting entrepreneurship. <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> CO 1: Describe the definition and understand the role of modern Indian Economy SMEs in India to apply in business. CO 2: Analyze the employment and export opportunities in MSME to create more opportunities for growth of business. CO 3: Identify the business opportunities in various sectors for establishing more number of enterprises. CO 4: Evaluate the environmental factors and subsidies for setting up enterprise. CO 5: Demonstrate the sources of financial support by financial institutions for development of enterprises. CO 6: Summarize the Role of DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, and SIPCOT for entrepreneurial guidance for starting up a business. CO 7: Describe the product, communication, credit monitoring system and NPAs will useful to manage an enterprise and for decision making. CO 8: Identify the problems of entrepreneurs and sickness in SMI to overcome the problems in business. CO 9: Analyze the MSME policy and agencies for Policy formulation and its implementation on business operations. CO 10: Evaluate role of DIC, SISI, EDII, NIESBUD, and NEDB in operating the enterprises. | | | | | | | | |
| IV. SYLLABUS | | | | | | | | |
| UNIT-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. | | | | | | | | |
| UNIT-II | SETTING OF SMES | | | | | | Classes: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 | | | | | | | | |

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| setting up, Incentives and subsidies, Rural entrepreneurship – Women entrepreneurship. | | |
| UNIT-III | INSTITUTIONS SUPPORTING MSMES | Classes: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. | | |
| UNIT-IV | MANAGEMENT OF MSME | Classes: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. | | |
| UNIT-V | ROLE OF GOVERNMENT IN PROMOTING ENTREPRENEURSHIP | Classes: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). | | |
| Text Books: | | |
| <ol style="list-style-type: none"> 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. 5. Mohinder Singh “Management of Micro, Small and Medium Enterprises (MSME'S) In India”, 2nd Edition, 2015. 6. Vasant Desai, “Small Scale Industries and Entrepreneurship”, Himalaya Publishing House, 3rd Edition, 2003. 7. Poornima M Charanthimath, “Entrepreneurship Development Small Business Enterprises”, Pearson, 5th Edition, 2006. | | |
| Reference Books: | | |
| <ol style="list-style-type: none"> 1. Suman Kalyan Chaudhury, “Micro Small and Medium Enterprises in India Hard Cover”, Raj Publications, 2nd Edition, 2013. 2. Aneet Monika Agarwal, “Small and Medium Enterprises in Transitional Economies Challenges and Opportunities”, DEEP Publications, 4th Edition, 2015. | | |
| Web References: | | |
| <ol style="list-style-type: none"> 1. https://msme.gov.in/sites/default/files/Sch-vol1-151214.pdf-.sri.pdf 2. ww.dcmsme.gov.in/Terms%20of%20Reference%20(ToR).pdf | | |
| E-Text Books: | | |
| <ol style="list-style-type: none"> 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. | | |