### Veer Narmad South Gujarat University

#### 402–Managementof MSMEs

###### Second Year BBA(Semester 4) With Effect from MAY2020-21

Objective of the course:

* + To teach aspiring entrepreneurs/mangers way to deal with issues faced by small businessowners.
  + To make students understand the planning necessary to create a dynamic and effective businessplan.

Pedagogy

Lectures, Power Point Presentation, Discussion, and small business case study

**Course Content**

**Unit 1 Introduction to Small Scale IndustriesandEnterprise (25%)**

Concept and definition of Micro, small and Medium enterprise, Inception of SMEs or filing of Memoranda by MSMEs, Evolution of MSME, Classification, objectives and characteristics of Small Scale Industries, Scope and trends of small enterprises in India, Small Scale Industries and Gandhiji, Small Business - The Driving force for National Growth, Classification of Enterprises.

Unit 2: Challenges and OpportunitiesofMSMEs (30%)

Advantages of MSMEs and their role and significance in economic development, Role of Government in promoting SSI in India, Policies for MSMEs and Scope of MSMEs in India, Challenges and Opportunities of MSMEs in the current scenario, Problems of and Prospects of SSI/ MSMEs, Performance of MSME/ SSI Sector, Pattern of Growth of MSMEs..

Unit 3: Financing Small Industries and ManagingIntellectualProperty (25%)

Financing Small Industries, Introduction and types of Intellectual property, Patents- Introduction, Expiry of patent and patent extensions, Trademarks-Introduction, Duration of registration, infringement and passing off, registered designs, Copyright- Introduction, remedy, Counterfeit goods and IP.

Unit 4: GlobalizationofMSMEs (20%)

Concept of Globalization and Liberalization, Impact of Liberalization and globalization on MSMEs, Some issues in the context of Vitalization of MSMEs for growth and development, Role of SSI/ MSMEs in a global economy, Future Growth of Global SMEs.

SuggestedReadings:

* + *Vasant Desai, The Dynamics of Entrepreneurial Development And Management Entrepreneur, Planning For Future Sustainable Growth, HimalayaPublishing*
  + *PoornimaM.Charantimath, Entrepreneurship Development & Small BusinessEnterprises*

*– Second Edition, Pearson*

* + *A Sahay, V Sharma, Entrepreneurship and New Venture Creation, ExcelBooks*
  + *Narayana R.,(2011), Entrepreneurship, Third Edition, Cengage Learning India Pvt. Ltd, NewDelhi.*
  + *Paul T., (2010), Innovation Management and New Product Development, Fourth Edition, Pearson India Education Services Pvt.Ltd.*
  + *VasantDesai,Management of a small scale- industry, HimalayaPublishing*
  + *Vasant Desai, Small scale industries and entrepreneurship , HimalayaPublishing*