



Bachelor of Business Administration (BBA ISM) Semester - II

Course Code	UM02 MABBS 01	Title of the Course	MANAGEMENT OF MSMEs
Total Credits of the Course	04	Hours per Week	04

Course Objectives	<ol style="list-style-type: none">1. The Course is designed to meet the needs of entrepreneurs in the MSME sector.2. The course is helpful in acquiring knowledge to run their businesses professionally, and profitably.3. The Course helps to develop, and understand the MSME management.4. It also exposes the students to concepts and processes of entrepreneurship, starting an enterprise & its professional management.5. It helps the students in knowing modern concepts, policies, Schemes and understanding of MSME sector management.
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Course Content		
Unit	Description	Weightage (%)
1.	MSMEs IN INDIA Concept of Entrepreneur & Entrepreneurship, Qualities of Successful Entrepreneurs MSMEs: Definition, Organisational Structure, Features, MSME Registration, Steps involved in setting up MSMEs, Performance, Role of MSMEs in India, Key Challenges, Special Measures under AatmaNirbhar Bharat and Recent Developments	25 %
2.	STATUTORY BODIES UNDER MSMEs Objectives and Functions of: Khadi and Village Industries Commission (KVIC), Office of Development Commissioner (MSME), Coir Board, Mahatma Gandhi Institute for Rural Industrialisation (MGIRI), National Institute for MSMEs (ni-msme)	25 %
3.	POLICY INITIATIVES AND EMERGING TRENDS FOR MSMES The MSME Development Act, 2006 (Salient Features) The MSME Development Act (Amendment) Bill, 2015 E-Governance Initiatives/ Digital Initiatives Intellectual Property Rights (IPR) Bar Coding	25 %

4.	<p>MAJOR SCHEMES FOR MSMEs</p> <p>a) Scheme for Credit and Financial assistance to MSMEs: Prime Minister's Employment Generation Programme (PMEGP), Credit Guarantee Trust Fund for MSEs (CGTMSE)</p> <p>b) Scheme for Skill Development and Training: A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship (ASPIRE) , Entrepreneurship and Skill Development Programme (ESDP)</p> <p>c) Scheme for infrastructure Development - Support through Cluster Approach : Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Micro and Small Enterprises - Cluster Development Programme (MSE-CDP)</p> <p>d) Scheme for Marketing Assistance: Scheme for providing assistance to Khadi institutions under MPDA</p>	25 %
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Teaching-Learning Methodology	<p>These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected.</p>
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1.	<ul style="list-style-type: none"> • The Students will understand the concept of Entrepreneur & Entrepreneurship and MSMEs. • The Students will gain knowledge on Performance, Key Challenges of MSMEs. • The Students will learn the Steps involved in setting up MSMEs and Registration. • The Students will understand Role & Importance of MSMEs in India.
2.	The Students will acquire knowledge regarding different Government Schemes available for MSMEs.
3.	<ul style="list-style-type: none"> • The Students will acquire knowledge regarding ASPIRE Scheme. • The Students will learn About the MSME Development Act, 2006 (Salient Features) and The MSME Development Act (Amendment) Bill, 2015. • The Students will understand E-Governance Initiatives/ Digital Initiatives for MSMEs.

4.	<ul style="list-style-type: none"> • The Students will acquire knowledge regarding Types of MSME loan options. • The Students will learn about the Emerging Trends & Institutions Supporting MSMEs. • The Students will understand Overview of World Trade Organization (WTO), Intellectual Property Rights (IPR), International SME Network (INSME) and Bar Coding.
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Suggested References	
Sr. No.	References
1.	Dynamics of Entrepreneurship Development & Management: Vasant Desai
2.	Entrepreneurship Development in India: C B Gupta & N P Srinivasan
3.	Entrepreneurship and small Business Management: C B Gupta & S S Khanka
4.	small Business Entrepreneurship : Paul Burns & Jim Dewhunt
5.	Annual Reports of Ministry of Micro, Small and Medium Enterprises

On-line resources to be used if available as reference material
On-line Resources
www.msme.gov.in
https://youtu.be/e9fC3choW2M
http://dcmsme.gov.in
https://udyamregistration.gov.in
https://youtu.be/HjZq1ugzWoc
https://youtu.be/uKRhEiFBi7s
https://youtu.be/VJC7TGzjldo
