SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with effect from: JUNE 2018

Paper Code: UM01CBBA24	Total Credit:3
Title of paper: MANAGEMENT FOR MSMEs	

UNIT: 1 MSMESs IN INDIA 25%

Concept of Entrepreneur & Entrepreneurship, Quality & Characteristics of Entrepreneurs
MSMEs: Definition, Performance, Key Challenges & Steps involved in setting up MSMEs

UNIT: 2 GOVERNMENT SUPPORT FOR MSMES 25%

Skill Development, Market Linkages, Technology Upgradation, Cluster Development & Finance Availability.

UNIT: 3 POLICY INITIATIVES FOR MSMEs 25%

ASPIRE- A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship
The MSME Development Act, 2006 (Salient Features)
The MSME Development Act (Amendment) Bill, 2015
E-Governance Initiatives/ Digital Initiatives

UNIT: 4 EMERGING TRENDS & INSTITUTIONS SUPPORTING MSME 25%

Overview of World Trade Organization (WTO), Intellectual Property Rights (IPR), International SME Network (INSME) and Bar Coding

Basic Text & Reference Books

- Dynamics of Entrepreneurship Development & Management: Vasant Desai
- Entrepreneurship Development in India: C B Gupta & N P Srinivasan
- Entrepreneurship Development: S S Khanka
- Entrepreneurship and small Business Management: C B Gupta & S S Khanka
- small Business Entrepreneurship : Paul Burns & Jim Dewhunt