

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with effect from: JUNE 2019

Paper Code: UM01CBBA54	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 Dewhant