



**Bachelor of Business Administration (BBA General)**  
**Semester - I**

<b>Course Code</b>	<b>UM01CBBA74</b>	<b>Title of the Course</b>	<b>MANAGEMENT FOR MSMEs</b>
<b>Total Credits of the Course</b>	<b>03</b>	<b>Hours per Week</b>	<b>03</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"><li>1. The Course is designed to meet the needs of entrepreneurs in the MSME sector.</li><li>2. The course is helpful in acquiring knowledge to run their businesses professionally, and profitably.</li><li>3. The Course helps to develop, and understand the MSME management.</li><li>4. It also exposes the students to concepts and processes of entrepreneurship, starting an enterprise &amp; its professional management.</li><li>5. It helps the students in knowing modern concepts, policies, Schemes and understanding of MSME sector management.</li></ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>MSMEs IN INDIA</b> Concept of Entrepreneur & Entrepreneurship, Qualities of Successful Entrepreneurs MSMEs: Definition (2020), Features, MSME Registration, Steps involved in setting up MSMEs, Performance, Role & Importance OF MSMEs in India and Key Challenges	<b>25 %</b>
<b>2.</b>	<b>GOVERNMENT SCHEMES FOR MSMEs &amp; ATMA-NIRBHAR BHARAT</b> <b>Government Schemes For MSMEs</b> Udyog Aadhaar Memorandum scheme Incubation Women Entrepreneurship Grievance Monitoring System Zero Defect Zero Effect scheme Credit Linked Capital Subsidy scheme Quality Management Standards and Quality technology tools <b>Atma- Nirbhar Bharat -Introduction</b> Economic Package	<b>25 %</b>
<b>3.</b>	<b>POLICY INITIATIVES FOR MSMEs</b> ASPIRE- A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship The MSME Development Act, 2006 (Salient Features)	<b>25 %</b>



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	The MSME Development Act (Amendment) Bill, 2015 E-Governance Initiatives/ Digital Initiatives	
4.	<b>EMERGING TRENDS &amp; INSTITUTIONS SUPPORTING MSMEs</b> Overview of World Trade Organization (WTO), Intellectual Property Rights (IPR), International SME Network (INSME), Bar Coding and Visit to nearby MSMEs	25 %

<b>Teaching-Learning Methodology</b>	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.
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<b>Evaluation Pattern</b>		
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%

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



4.	<ul style="list-style-type: none"><li>• The Students will acquire knowledge regarding Types of MSME loan options.</li><li>• The Students will learn about the Emerging Trends &amp; Institutions Supporting MSMEs.</li><li>• The Students will understand Overview of World Trade Organization (WTO), Intellectual Property Rights (IPR), International SME Network (INSME) and Bar Coding.</li></ul>
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<b>Suggested References</b>	
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

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



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