

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: June - 2015

Paper Code: UM01EBBI04	Total Credit: 3
Title Of Paper: Management of Small & Medium Enterprises	

Unit	Description in Detail	Weightage (%)
I	MSMES in India Concept of Entrepreneur & Entrepreneurship, Quality & Characteristics of Entrepreneurs, Overview & History of Entrepreneurship, Definition, Overview, History of SMEs in India, Performance(Role/Economic Indicators), Production, Employment & Export Opportunities in MSMEs, Steps involved in setting up MSMEs	25%
II	Programmes, Schemes & Services Schemes Implemented by the ministry/through DC (MSME) Scheme Scheme under XI Plan Micro & Small Enterprise Cluster Development Program Credit Linked Capital Subsidy Scheme for Technology Up gradation Credit Guarantee Scheme Assistance to Entrepreneurship Development Institutes Scheme to Support 5 Selected University/Colleges to run 1200 Entrepreneurship clubs per annum, Programs and schemes of ministry of MSME Special Schemes for Backward area (State & UT to be considered backward & industrially backward Districts) Scheme on trade related entrepreneurship assistance and development (TREAD) for women Promotional Schemes for Women, Schemes Of NSIC,KVIC,COIR Board	25%
III	MSME Policies Central Government Policies, SME & Export Promotion Policy, The MSME Development Act,2006	25%
IV	Emerging Trends & Institutions Supporting MSME Overview of WTO,IPR,INSME (International SME Network)-Bar Coding	25%

Basic Text & Reference Books:-

- Dynamics of Entrepreneurship Development & Management by 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

