

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: JUNE 2018

Paper Code: UM01DBBI23	Total Credit:3
Title of paper: MANAGEMENT FOR MSMEs	

Unit	Description in Detail	Weightage (%)
1.	MSMEs IN INDIA Concept of Entrepreneur & Entrepreneurship, Quality & Characteristics of Entrepreneurs MSMEs: Definition, Performance, Key Challenges & Steps involved in setting up MSMEs	25%
2.	GOVERNMENT SUPPORT FOR MSMEs Skill Development, Market Linkages, Technology Upgradation, Cluster Development & Finance Availability	25%
3.	POLICY INITIATIVES FOR MSMEs 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	25%
4.	EMERGING TRENDS & INSTITUTIONS SUPPORTING MSME Overview of World Trade Organization (WTO), Intellectual Property Rights (IPR), International SME Network (INSME) and Bar Coding	25%

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