

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: BBA (Information Technology Management)**  
**(3 Years)**  
**Semester: I**  
**Syllabus with effect from: JUNE 2019**

<b>Paper Code: UM01DBBI53</b>	<b>Total Credit:3</b>
<b>Title of paper: MANAGEMENT FOR MSMEs</b>	

Unit	Description in Detail	Weightage (%)
<b>1.</b>	<b>MSMEs IN INDIA</b> Concept of Entrepreneur & Entrepreneurship, Quality & Characteristics of Entrepreneurs MSMEs: Definition, Performance, Key Challenges & Steps involved in setting up MSMEs	<b>25%</b>
<b>2.</b>	<b>GOVERNMENT SUPPORT FOR MSMEs</b> Skill Development, Market Linkages, Technology Upgradation, Cluster Development & Finance Availability	<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) The MSME Development Act (Amendment) Bill, 2015 E-Governance Initiatives/ Digital Initiatives	<b>25%</b>
<b>4.</b>	<b>EMERGING TRENDS &amp; INSTITUTIONS SUPPORTING MSME</b> Overview of World Trade Organization (WTO), Intellectual Property Rights (IPR), International SME Network (INSME) and Bar Coding	<b>25%</b>

**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