

**SARDAR PATEL UNIVERSITY**  
**BCOM Semester: III**  
**Syllabus with effect from: JUNE 2019**  
**Paper Code: UB03CCOM24**  
**Title of Paper: Small Enterprise Management**  
**Total Credit: 3**

**Objective:** To provide basic knowledge to commerce students and enhance the ability to understand usefulness of small enterprise management in business operations.

**1 Introduction to Small Industry: 25%**

Concept and definition, Nature & Characteristics, role of small scale industry In Indian Economy, Establishing a Small Enterprise: The start-up Process, Project identification, selection of the product, Project Formulation, Legal consideration registration and licensing.

**2 Finance and Subsidies: 25%**

Financial requirements, Structure and management of fixed and working capital, Sources of capital, Financial institutions problems in financing a small scale unit: Meaning, need and problems of subsidies, Machinery on hire purchase or on lease, Transport subsidies, Seed capital assistance, Taxation benefits to small scale units.

**3 Production Planning & Marketing 25%**

**Production Planning:** Size of plant, Production mix, Costs of production, Production facilities and their optimum utilization procurement of raw material.

**Marketing:** Methods for pricing, Distribution, competition, Role of Sales Manager

**4 Manpower Planning and Role of Agencies: 25%**

**Manpower Planning:** Source of manpower - Requirement and turnover absenteeism - Compensation and welfare measures, Grievances & disputes.

**Role of the following agencies in the Entrepreneurship Development:** DIC – District Industrial Center, SISI – Small Industries Services Institute, EDII – Entrepreneurship Development Institute of India, NIESBUD – National Institute of Entrepreneurship and Small Business Development, CED- Centre for Entrepreneurship Development

**Basic Text & Reference Books**

- ∩ Small-Scale Industries and Entrepreneurship: Vasant Desai
- ∩ Entrepreneurship & Small Business Management: Dr. C B Gupta & Dr. S S Khanka
- ∩ Entrepreneurship Development in India: C.B. Gupta and N.P. Srinivasan
- ∩ Management of small scale industries: R.K. Khan, Sultanchand Sons.
- ∩ Sickness in small scale industries: Reddy & Reddy, Himalaya.
- ∩ M. B. Shukla, Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad
- ∩ A. Sahay and V. Sharma, Entrepreneurship and New Venture Creation, Excel Books, New Delhi.
- ∩ V. Desai, Dynamics of Entrepreneurial Development and Management, Himalya Publishing House.