

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UB03CCOM08	Total Credit: 3
Title Of Paper: Small Enterprise Management	

Unit	Description in detail	Weighting (%)
1	Small Industry: 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, Assessment of project feasibility, Market survey, Preparation of project Report, Selection of site/location, Legal consideration registration and licensing.	25 %
2	Incentives And Subsidies: Policy initiatives for entrepreneurial growth , Meaning of incentives and subsidies, Need & problems,- Schemes of incentives in operation, Incentives under the licensing regulations, Incentives for development of backward areas, Subsidies consultancy service, marketing studies and indigenous technology; Machinery on hire purchase or on lease, Transport subsidies , Seed capital assistance, Taxation benefits to small scale units.	25 %
3	Finance And Production Planning: Financial requirements, Structure and management of fixed and workingcapital, Sources of capital, Financial institutions problems in financing a small scale unit: Production Planning: Size of plant, Production mix, Costs of production, Production facilities and their optimum utilization procurement of raw material, Problems involved Role of Government in supplying machinery and raw materials.	25 %
4	Marketing And Manpower Planning: Methods for pricing, Distribution, competition, Sales Management Role of Government, Export Assistance: Manpower Planning: Source of manpower - Requirement and turnover absenteeism - Compensation and welfare measures, Grievances disputes, settlement machinery; Sickness in Small Industry: Diagnosis and measurements, causes and Consequence Remedial Measures.	25 %

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.

