

SARDAR PATEL UNIVERSITY
BCOM Semester: III
Syllabus with effect from: JUNE 2020
Paper Code: UB03CCOM54
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.