

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Programme: B.COM Semester: III
Syllabus with effect from the Academic Year: 2022-2023

B.COM. SEMESTER-III		
Paper Code UB03CCOM74	Title of the Paper Small Enterprise Management	Total Credit 3
Course Objectives	To provide basic knowledge to commerce students and enhance the ability to understand usefulness of small enterprise management in business operations.	

Course Description		
Unit	Description	Weightage
1.	Introduction to 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, Legal consideration registration and licensing	25%
2.	Production Planning & Marketing 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	25%
3.	Finance and Subsidies: 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.	25%
4.	Manpower Planning and Role of Agencies: 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	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to
<ul style="list-style-type: none"> • Understand the basic concept and other aspects of Small Industry • Have an idea of the various types of Finance and Subsidies available for small scale units • Acquire knowledge about Production Planning and Marketing • Have detailed information about Manpower Planning and the Role of Agencies in Entrepreneurship Development.

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Small-Scale Industries and Entrepreneurship: VasantDesai
2.	Entrepreneurship & Small Business Management: Dr. C B Gupta & Dr. S SKhanka
3.	Entrepreneurship Development in India: C.B. Gupta and N.P.Srinivasan
4.	Management of small scale industries: R.K. Khan, SultanchandSons.
5.	Sickness in small scale industries: Reddy & Reddy,Himalaya.
6.	M. B. Shukla, Entrepreneurship and Small Business Management, Kitab Mahal,Allahabad
7.	A. Sahay and V. Sharma, Entrepreneurship and New Venture Creation, Excel Books,New Delhi.
8.	V. Desai, Dynamics of Entrepreneurial Development and Management, Himalya Publishing House.
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/233	