



GUJARAT TECHNOLOGICAL UNIVERSITY

Master of Business Administration (IEV), 3rd Semester

Subject Class: Elective

Subject Name: Micro, Small and Medium Enterprises

Subject Code: 1539417

With effective
from academic
year 2021-22

1. Learning Outcomes:

The students will be acquainted with different schemes of Ministry of Micro, Small and Medium Enterprises, MSME Act, challenges faced by MSMSE and overall scenario for MSME industries. They will also get information on support provided by Government of Gujarat for Funding, Mentoring and Incubation.

2. Course Duration: The course duration is of **20 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	50 Marks (External Evaluation)
I	Introduction of MSME: <ul style="list-style-type: none">• Introduction of MSMED Act 2006• Ministry of MSME• MSME rules and regulations for Manufacturing Enterprises and service Enterprises (How to Set up new unit, arranging finance, unit development, export promotion)• Overview of MSME sector in India• Major Challenges faced by MSME in India.	08	20
II	Major Schemes for MSME: <ul style="list-style-type: none">• SME Division Schemes• Development Commissioner (DC-MSME) Schemes• National Small Industries Corporation (NSIC) Schemes• ARI Division Schemes• SIDBI Schemes• NABARD Schemes Government of Gujarat supports in Funding, Mentoring and Incubation: <ul style="list-style-type: none">• Centre for Entrepreneurship Development• Entrepreneurship Development Institute of India• Gujarat Venture Finance Limited• Centre for Innovation Incubation and Entrepreneurship• Gujarat State Innovation council• International Centre for Entrepreneurship and technology	12	30

4. Pedagogy:

- ICT enabled Classroom teaching Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations
- Successful family business owners and managers can be invited frequently to share practical knowledge.

5. Evaluation:

Students shall be evaluated on the following components:



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A	Internal Evaluation	(Internal Assessment- 30 Marks)
	• Continuous Evaluation Component	20 marks
	• Class Presence & Participation	5 marks
	• Quiz	5 marks
B	Mid-Semester examination	(Internal Assessment-20 Marks)
C	End –Semester Examination	(External Assessment-50 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	IIBF	Micro, Small and Medium Enterprises in India	Taxmann	2017
2	R. Srinivasan, C.P. Lodha	Strategic Marketing and Innovation for Indian MSMEs	Springer	2017
3		MSME Schemes	Government of India	Latest
4		Marketing Assistance Schemes	Government of India	Latest
5		Performance and Credit Rating Scheme for Micro & Small Enterprises	Government of India	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. MSME Business - A Journal of Small Business and Enterprise
2. SEDME Journal
3. Journal of Managerial Economics
4. Business Standard
5. Economic & Political Weekly

8. Links:

<https://msme.gov.in/>
<https://msme.gov.in/Media-and-press-release/e-book>
<https://www.startupindia.gov.in/>
<https://www.eximbankindia.in/>