

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Specialization: Entrepreneurship and Family Business

Subject Name: Micro Small and Medium Enterprise (MSME)

Subject Code: 3539265

1. Learning Outcome:

- Understanding the required skills and competencies for starting new entrepreneurship.
- Understand the Micro small and medium enterprise and Initiatives for MSMEs.
- Identify sources of funds available for starting new businesses in India.
- Develop a better understanding of Business Plan.

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

3. **Course contents:** The course will contain following modules:

Module No	Topic/Sub Topic	Sessions	Marks
I	Introduction of MSME Introduction of MSME 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.	8	15
II	Major Schemes of MSME - 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. - 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	20
III	Industries Commissionerate - Overview of Industries Commissionerate - Functions of Industries Commissionerate - Activities of Industries Commissionerate District Industry Centre (DIC) - Overview of DICs - Activities of DICs - Functions of DICs Government Initiatives for Ease of Doing Business	8	15

IV	Sources of Funds for Business: EXIM Bank (Introduction, Various financial Products and services offered by EXIM Bank), Venture Capital, public/private Bank loans (Working Capital Loan, Corporate Term Loan, Term Loan etc.)	12	20
V	Practical: Students should visit MSMEs and understand their challenges and opportunities, their operations and access to sources of funds.	---	(30 marks CEC)

4. Teaching Method:

1. Lecture
2. Share Success Stories of Entrepreneur
3. Experience sharing with entrepreneurs by visiting industry, guest talks and live projects.
4. Presentation of Business Plan.

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
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	
4		Marketing Assistance Schemes	Government of India	
5		Performance and Credit Rating Scheme for Micro & Small Enterprises	Government of India	

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, 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/>