



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration (Part-Time), 5th Semester
Functional Area Specialization: Entrepreneurship and Family Business
Subject Name: MSME & Startup (MSMES)
Subject Code: 4559961

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none">Relate the various opportunities available based on MSME start up schemes and their basic requirements.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none">Identify and analyze the firm's internal environment, competitive environment, and firm's suitability/eligibility to tap the benefits of supports or fund available under different govt schemes and initiatives.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none">Recommend opportunities in the global markets for MSMEs and start-ups.Infer the distinguishing parameters of culture influencing start-ups.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none">Illustrate social and ethical sensitivity towards the challenges faced by small firms.
Effective Communication (EC)	<ul style="list-style-type: none">Develop better communication skills required to comprehend different documents and prepare Project reports.unique presentation to each different scheme to win award of fund/support.
Leadership and Teamwork (LT)	<ul style="list-style-type: none">Understanding of global environment from export & import opportunity and importance of customised solutions to different economy as well as leadership for successful entrepreneurship venture will help students to see bigger and holistic picture of environment and thus improvises it's leadership as well as team spirit

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Introduction of MSME: <ul style="list-style-type: none">Introduction of MSMED Act 2006Ministry of MSMEMSME 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 IndiaMajor Challenges faced by MSME in India.	08	15
II	Major Schemes for MSME: <ul style="list-style-type: none">SME Division SchemesDevelopment Commissioner (DC-MSME) SchemesNational Small Industries Corporation (NSIC) SchemesARI Division Schemes	12	20



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	<ul style="list-style-type: none"> SIDBI Schemes NABARD Schemes <p>Government of Gujarat supports in Funding, Mentoring and Incubation:</p> <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 		
III	<p>Industries Commissionerate:</p> <ul style="list-style-type: none"> Overview of Industries Commissionerate Functions of Industries Commissionerate Activities of Industries Commissionerate <p>District Industry Centre (DIC):</p> <ul style="list-style-type: none"> Overview of DICs Activities of DICs Functions of DICs <p>Government Initiatives for Ease of Doing Business:</p> <ul style="list-style-type: none"> Different schemes by government for EODB Various Initiatives taken by the government Reforms for Ease of doing business 	12	20
IV	<p>Start-up India Schemes:</p> <ul style="list-style-type: none"> Introduction of start-up India schemes Action plan of the scheme Rules and regulations / eligibility of the scheme <p>EXIM Bank:</p> <ul style="list-style-type: none"> Introduction of EXIM Bank Services provided under EXIM Bank Financial Products provided by the EXIM Bank 	08	15
V	<p>Practical: Students should visit MSMEs and understand their challenges and opportunities, their operations and access to sources of funds.</p>	---	(30 marks CEC)

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.



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5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 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/>