ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

SEMESTER IV **B.B.A** TIME: 5 HRS/WEEK

BBA 4203 (4)**MICRO, SMALL &MEDIUM ENTERPRISES MANAGEMENT**MAX.MARKS :100

w.e.f 2020-2021 admitted batch **SYLLABUS**

**COURSE OBJECTIVES:**

1. MSME significance in Indian economy.
2. Understand the systematic process of project identification and project formulation.
3. To study the management functions in MSME.
4. Sickness in small and medium enterprises conditions and controlling measures.
5. To study the role, problems and prospects of small scale industries.

**COURSE OUTCOMES:**

CO1: Role of Government promoting small and medium enterprise.

CO2: Understand the project report preparation and location of units.

CO3: The students to learn about management functions in Micro, small and medium enterprises.

CO4: understand the conditions, causes and remedial measures of sickness in small and medium enterprises.

CO5: problems and prospects of ancillary industries and rural industries.

**UNIT - I :** Small and medium enterprises significance in Indian economy. Problems and the steps taken up by the government to tackle their problems. Role of government in promoting small and medium enterprises incentives provided to Backward Area Development.

**UNIT - II:** Project formulation: Project identification and formulation, feasibility study - Project report preparation locaiton of units, Industrial estates and the role of KIABD, TEKSOC and registration with DIC.

**UNIT - III:** Management functions in small and medium entrerprises - finance function: Capital estimation sources of finance - subsides and Incentives, venture capital - marketing and Human Resource Management functions.

**UNIT - IV:** Sickness in small and medium enterprises - causes of sickness, prevention of sickness, and Remedial measures for sickness Role of Board for Industrial & Financial Reconstruction (BIFR)

**UNIT - V:** Ancillary Industries, Rural Industries and Artisans - Role of SIDO, SSIDC, SISI, DIC - prospects for small-scale industries.

**References:**

1. C.S.V.Murthy, small scale Industries and Entrepreneurial Developmnet. Himalaya Publishing House.
2. Vasant Desai, Management SSI, Himalaya Publishing House, Delhi 1998.
3. Vasant Desai, small scale Industries & entrepreneurship, Himalayan Publishing House
4. S S Khanka, Entreprencurial Development, Sultan Chand & Co.Ltd., New Delhi 1999. \*\* \*\* \*\*