



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from December - 2024

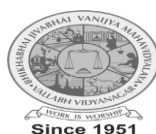
Bachelor of Business Administration (General)

Semester – II

Course Code	UM02MABBA01	Title of the Course	Management of MSMEs
Total Credits of the Course	04	Hours per week	04

Course Objectives:	<ol style="list-style-type: none">1) The course is designed to meet the needs of entrepreneurs in the MSME sector.2) The course is helpful in acquiring knowledge to run their businesses professionally and profitably.3) The course helps to develop and understand the MSME management.4) The course exposes the students to concepts and processes of entrepreneurship, starting an enterprise & its professional management.5) It helps the students in knowing modern concepts, policies, Schemes and understanding of MSME sector management.
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Course Content		
Unit No.	Description	Weightage (%)
1)	MSMEs in India: <ul style="list-style-type: none">• Concept of Entrepreneur & Entrepreneurship• Qualities of Successful Entrepreneurs• MSMEs: Definition, Organisational Structure, Features,• MSME Registration, Steps involved in setting up MSMEs• Performance, Role of MSMEs in India, Key Challenges,• Special Measures under Aatma Nirbhar Bharat and Recent Developments	25%
2)	Statutory Bodies Under MSMEs : <ul style="list-style-type: none">• Objectives and Functions of: Khadi and Village Industries Commission (KVIC)• Office of Development Commissioner (MSME)• Coir Board, Mahatma Gandhi Institute for Rural Industrialisation (MGIRI)• National Institute for MSMEs (NI-MSME)	25%



3)	Policy Initiatives and Emerging Trends for MSMEs: <ul style="list-style-type: none"> • The MSME Development Act, 2006 (Salient Features) • The MSME Development Act (Amendment) Bill, 2015 • E-Governance Initiatives/ Digital Initiatives • Intellectual Property Rights (IPR) • Bar Coding 	25%
4)	Major Schemes for MSMEs: <ol style="list-style-type: none"> a) Scheme for Credit and Financial assistance to MSMEs: Prime Minister’s Employment Generation Programme (PMEGP), Credit Guarantee Trust Fund for MSEs (CGTMSE) b) Scheme for Skill Development and Training: A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship (ASPIRE) Entrepreneurship and Skill Development Programme (ESDP) c) Scheme for infrastructure Development: Support through Cluster Approach: Scheme of Fund for Regeneration of Traditional Industries (SFURTI) Micro and Small Enterprises - Cluster Development Programme (MSE-CDP) d) Scheme for Marketing Assistance: Scheme for providing assistance to Khadi institutions under MPDA 	25%

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	The students will understand the concept of Entrepreneur & Entrepreneurship and MSMEs, will gain knowledge on Performance, Key Challenges of MSMEs and will learn the Steps involved in setting up MSMEs and Registration.
2)	The students will acquire knowledge regarding different Government Schemes available for MSMEs and identify the key statutory bodies related to MSMEs in India, including KVIC, the Office of Development Commissioner (MSME), the Coir Board, MGIRI, and NI-MSME.
3)	The students will understand the key features of the MSME Development Act, 2006, and its amendments, including the salient aspects of the MSME Development Act (Amendment) Bill, 2015. They will also be able to recognize and describe the impact of e-governance and digital initiatives on MSME operations, understand the importance of Intellectual Property Rights (IPR) in protecting innovations, and explain the role of bar coding in enhancing MSME efficiency and market competitiveness.
4)	The students will identify and understand major schemes for MSMEs, including (PMEGP), (CGTMSE), (ASPIRE), (SFURTI) & (MSE-CDP)

Sr. No.	Suggested References:
1)	Dynamics of Entrepreneurship Development & Management: Vasant Desai
2)	Entrepreneurship Development in India: C B Gupta & N P Srinivasan
3)	Entrepreneurship and small Business Management: C B Gupta & S S Khanka
4)	small Business Entrepreneurship: Paul Burns & Jim Dewhunt
5)	Annual Reports of Ministry of Micro, Small and Medium Enterprises

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	www.msme.gov.in
2)	https://youtu.be/e9fC3choW2M
3)	http://dcmsme.gov.in
4)	https://udyamregistration.gov.in
5)	https://youtu.be/HjZq1ugzWoc
6)	https://youtu.be/uKRhEiFBi7s
7)	https://youtu.be/VJC7TGzjldo

Sr. No.	Name of Course	Committee	Signature
1)	Management of MSMEs	Dr. Sanjay R. Ajmeri, BJVM College (Convener)	
2)		Dr. S.M. Vohra, BJVM College	
3)		Dr. Ankur Amin, Business Studies Department, SPU	
4)		Shri Devang Trivedi, ACC College	