



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 June - 2025

Bachelor of Commerce (B. Com.)

Semester – III

Course Code	UB03MDCOM02	Title of the Course	Small Enterprise Management
Total Credits of the Course	04	Hours per week	04

Course Objectives:	<ol style="list-style-type: none"> 1) To provide basic knowledge to commerce students and enhance the ability to understand usefulness of small enterprise management in business operations. 2) To understand usefulness of small enterprise management in business operations. 3) To understand usefulness of small enterprise management in business operations. 4) To understand usefulness of small enterprise management in business operations.
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Course Content		
Unit No.	Description	Weightage (%)
1	Introduction to Small Industry: Concept and definition, Nature & Characteristics, role of small-scale industry In Indian Economy, Establishing a Small Enterprise: The start-up Process, Project identification, selection of the product, Project Formulation, Legal consideration registration and licensing	25%
2	Production Planning & Marketing Production Planning: Size of plant, Production mix, Costs of production, Production facilities and their optimum utilization procurement of raw material. Marketing: Methods for pricing, Distribution, competition, Role of Sales Manager	25%
3	Finance and Subsidies: Financial requirements, Structure and management of fixed and working capital, Sources of capital, financial institutions problems in financing a small-scale unit: Meaning, need and problems of subsidies, Machinery on hire purchase or on lease, Transport	25%



	subsidies, Seed capital assistance, Taxation benefits to small scale units.	
4	Manpower Planning and Role of Agencies: Manpower Planning: Source of manpower - Requirement and turnover absenteeism - Compensation and welfare measures, Grievances & disputes Role of the following agencies in the Entrepreneurship Development: DIC – District Industrial Center, SISI – Small Industries Services Institute, EDII – Entrepreneurship Development Institute of India, NIESBUD – National Institute of Entrepreneurship and Small Business Development, CED- Centre for Entrepreneurship Development	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)	Understand the basic concept and other aspects of Small Industry
2)	Have an idea of the various types of Finance and Subsidies available for small scale units
3)	Acquire knowledge about Production Planning and Marketing
4)	Have detailed information about Manpower Planning and the Role of Agencies.

Sr. No.	Suggested References:
1)	Small-Scale Industries and Entrepreneurship: Vasant Desai
2)	Entrepreneurship & Small Business Management: Dr. C B Gupta & Dr. S SKhanka

3)	Entrepreneurship Development in India: C.B. Gupta and N.P.Srinivasan
4)	Management of small-scale industries: R.K. Khan, SultanchandSons.
5)	Sickness in small scale industries: Reddy & Reddy,Himalaya.
6)	M. B. Shukla, Entrepreneurship and Small Business Management, Kitab Mahal,Allahabad
7)	A. Sahay and V. Sharma, Entrepreneurship and New Venture Creation, Excel Books,New
8)	V. Desai, Dynamics of Entrepreneurial Development and Management, Himalya Publishing House

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	On-Line Resources available that can be used as Reference Material https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/233