# B.A. (Vocational Studies) Small and Medium Enterprises

Three-Year (6-Semester) CBCS Programme

## Basic Structure: Distribution of Courses

<table>
<thead>
<tr>
<th>Course Structure</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Ability Enhancement Compulsory course</td>
<td>04</td>
</tr>
<tr>
<td>2 Skill Enhancement Course</td>
<td>16</td>
</tr>
<tr>
<td>3 Core Discipline</td>
<td>72</td>
</tr>
<tr>
<td>4 Elective Courses (Core Discipline)</td>
<td>18</td>
</tr>
<tr>
<td>5 Elective Courses (Inter Disciplinary)</td>
<td>18</td>
</tr>
<tr>
<td>Total Credit Hrs</td>
<td>128</td>
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<tr>
<td>Semester – I</td>
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</tr>
<tr>
<td>1.1 Environmental Studies/ Language: English/Hindi/Modern Indian Language</td>
<td>Ability Enhancement Compulsory Course (AECC)</td>
</tr>
<tr>
<td>1.2 English/ MIL I</td>
<td>Core Discipline</td>
</tr>
<tr>
<td>1.3 Fundamentals of Entrepreneurship and MSMEs</td>
<td>Core Discipline</td>
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<tr>
<td>1.4 Principles of Microeconomics</td>
<td>Core Discipline</td>
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<table>
<thead>
<tr>
<th>Semester – II</th>
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<tbody>
<tr>
<td>2.1 Language: English/Hindi/Modern Indian Language/ Environmental Studies</td>
<td>Ability Enhancement Compulsory Course (AECC)</td>
</tr>
<tr>
<td>2.2 MIL / English I</td>
<td>Core Discipline</td>
</tr>
<tr>
<td>2.3 Organization and Management of MSMEs</td>
<td>Core Discipline</td>
</tr>
<tr>
<td>2.4 Macroeconomics</td>
<td>Core Discipline</td>
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<table>
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<tr>
<th>Semester – III</th>
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<tbody>
<tr>
<td>3.1 English/ MIL II</td>
<td>Core Discipline</td>
</tr>
<tr>
<td>3.2 Institutional Support to MSMEs</td>
<td>Core Discipline</td>
</tr>
<tr>
<td>3.3 Indian Economy – Sectoral Issues</td>
<td>Core Discipline</td>
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<tr>
<td>3.4 Computer Concepts and Software Packages</td>
<td>Skill Enhancement Course (SEC)</td>
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<tr>
<th>Semester – IV</th>
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<tbody>
<tr>
<td>4.1 MIL / English II</td>
<td>Core Discipline</td>
</tr>
<tr>
<td>4.2 MSMEs Policy Framework</td>
<td>Core Discipline</td>
</tr>
<tr>
<td>4.3 Labour and Development in India</td>
<td>Core Discipline</td>
</tr>
<tr>
<td>4.4 Business Communications</td>
<td>Skill Enhancement Course (SEC)</td>
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<tr>
<th>Semester – V</th>
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</thead>
<tbody>
<tr>
<td>5.1 Financial Management in MSMEs</td>
<td>Elective Core – Discipline Based</td>
</tr>
<tr>
<td>5.2 Internship Project / Project</td>
<td>Core Discipline</td>
</tr>
</tbody>
</table>
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#### 5.3 Financial Accounting
- Corporate Laws
  - Elective Core – Generic

#### 5.4 Contemporary Environment of MSMEs
  - Skill Enhancement Course (SEC)

### Semester – VI

#### 6.1 Marketing Management in MSMEs
  - Elective Core – Discipline Based

#### 6.2 Globalization
- Human Resource Management in MSMEs
  - Elective Core – Discipline Based

#### 6.3 Business Law
- Marketing Strategy and relationship marketing
  - Elective Core – Generic

#### 6.4 E-Commerce
  - Skill Enhancement Course (SEC)
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Semester I

Paper 1.3 Fundamentals of Entrepreneurship and MSMEs

Duration: 3 hours  Marks: 100  lectures: 65

Objectives: To give the basic understanding of the various concepts and factors of entrepreneurship and MSME.

Unit I

Basic Aspects: Concept, nature of Entrepreneur & Entrepreneurship, Classification of entrepreneurs, Distinction between Entrepreneur and Manager, Entrepreneurship and Entrepreneurship, Theories of Entrepreneurship: Schumpeter, McLelland and Drucker, Medium, Small and Tiny Business: Definition, Role in the economy and significance

Unit II

Developing Entrepreneurial Plan: Environment assessment: political, legal, economic, social, Technological, global environment, Developing effective business plan.

Unit III

Entrepreneurial Venture Initiation: Assessment of business opportunities, Entrepreneurial Motivation, Government initiatives and private sector opportunity.

Unit IV

Growth and Development of Entrepreneurial Venture: Strategic planning for emerging venture, Managing entrepreneurial growth, Role of venture capital and their problems.

Unit V

Challenges in Entrepreneurship: Business Succession and continuing from family Business perspective, Succession policy, problems of innovation and change.

Suggested Readings

- Wickham, Phillip A (1998); Strategic Entrepreneurship, Pitman, UK.
- Shukla, MB, (2011), Entrepreneurship and Small Business Management, KitabMahal, Allahabad
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Semester I

Paper 1.4 Principles of Microeconomics

<table>
<thead>
<tr>
<th>Duration: 3 hours</th>
<th>Marks: 100</th>
<th>Lectures: 65</th>
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</thead>
</table>

**Objectives:** This course intends to expose the student to the basic concepts in Microeconomics, which is the study of the economic behaviour of small economic groups such as families and firms. The broad subject matter of Microeconomics is making decisions on the allocation of limited resources available with individuals, firms and organizations. Typically, it applies to the markets where goods and services are bought and sold with a goal of maximizing benefits.

**Unit-I**

15

**Introduction:** Scarcity, choice, opportunity cost and production possibility frontier;

**Demand and Supply:** law of demand, determinants of demand, shifts of demand curve versus movements along a demand curve, market demand; law of supply, determinants of supply, shifts of supply versus movements along a supply curve, market supply, market equilibrium.

**Unit-II**

10

**Demand and Supply:** Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus.

**Elasticity:** price elasticity of demand, calculating elasticity, determinants of price elasticity, cross and income elasticity.

**Unit-III**

10

**Consumer Theory:** Budget constraint, concept of utility, diminishing marginal utility, indifference curves, Price, income and substitution effects.

**Unit-IV**

15

**Production and Costs:** Production: production functions, law of variable proportions, returns to scale, isoquant and isocost lines, producer equilibrium

**Costs:** costs in the short run, costs in the long run, revenue and profit maximizations, economies and diseconomies of scale,
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Unit- V

Market Structures

**Perfect Competition:** theory of a firm under perfect competition, equilibrium of the firm in the short run and long run

**Imperfect Competition:** Monopoly: short run and long run equilibrium; comparison of perfect competition and monopoly, price discrimination;

Suggested Readings:

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Semester II

Paper 2.3 Organization and Management of MSMEs

Duration: 3 hours  Marks: 100  lectures: 65

Objectives: To provide the basic understanding of the various concepts related to setting up of a small business and management

Unit I

Setting up a Small Business: Determination of the nature of the business unit: Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise, setting up a new venture or starting the business through franchising, Location strategy, Preliminary Registration with State Directorate of Industries

Unit II

Assessment of different forms of business organizations: Sole Proprietorship, Partnership, LLP, Joint Stock Companies, HUF.

Unit III

Production Planning: Layout and Control, Types of manufacturing process, Selection of manufacturing process, Purchase Management, Inventory Management.

Unit IV

Productivity Improvement Strategies: Integration and Diversification, Internal Expansion, Quality Management, Recent trends

Suggested Readings

- Wickham, Phillip A (1998); Strategic Entrepreneurship, Pitman, UK.
- Shukla, MB, (2011), Entrepreneurship and Small Business Management, KitabMahal, Allahabad
Objectives: This course introduces students to the basic concepts in Macroeconomics. In this course the students are introduced to the definition, measurement of the macroeconomic variables. It explains how and why the economy grows and fluctuates over time based on the decisions made, in the aggregate, by consumers, businesses, and governments. As the world is shifting toward a global economy, the study of Macroeconomics helps the student to understand the overall macroeconomic environment under which one has to take economic decisions.

Unit-I
Introduction: Basic concepts and issues of Macroeconomics.

Unit-II
National Income Accounting: Concepts of GDP and National Income; measurement of national income and related aggregates; nominal and real income; limitations of the GDP concept.

Unit-III
Determination of GDP: consumption and saving functions, investment function, equilibrium GDP; concepts of MPS, APS, MPC, APC; Concept of multiplier, fiscal and monetary policies.

Unit-IV
IS-LM Analysis: Derivations of the IS and LM functions; effects of fiscal and monetary policies on equilibrium income

Unit-V
Balance of Payments and Exchange Rate: Meaning, Factors, current account and capital account, determination of exchange rate.

Suggested Readings:
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Semester III

Paper 3.2 Institutional Support to MSMEs

Duration: 3 hours  Marks: 100  lectures: 65

Objectives:

To provide the basic understanding of the Institutional support system available to MSMEs and their functioning.

Unit I


Unit II


Unit III

Institutional Support Schemes: Role of RBI, RBI Guidelines to commercial banks, lending by Commercial and Development Banks, Equity Fund Scheme, Credit Guarantee Scheme,

Unit IV

Institutional Support Schemes: Interest Subsidy, Seed/Margin Money, DRI, Refinance Scheme, Composite Loan Scheme, Single Window Scheme, National Equity Fund Scheme, Bills Rediscounting Scheme.

Unit V

Marketing Assistance, Research Development and Training Facilities, Export Assistance to MSMEs, Technology Upgradation, Assistance to Ancillary Industries, Incentives for MSMEs in Backward Areas.

Suggested Readings

- S.C. Kuchhal, “Corporation Finance”.
- P.V. Kulkarni, “Corporation Finance”.
- P.V. Kulkarni & S.P. Kulkarni, “Corporate Finance”.
- R.M. Srivastava, Essentials of Business Finance.”
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Semester III

Paper 3.3 Indian Economy – Sectoral Issues

Duration: 3 hours  
Marks: 100  
lectures: 65

Objectives: This paper provides an overview of the development of the different sectors and their interrelations of the Indian economy. The study of the three broad sectors namely agriculture, industry and services would help the students understand the developments in different policy environment.

Unit-I  
15

Agriculture: Trends in production and productivity, land reforms, land tenure system, land distribution. Agricultural labour, wages and employment and issue of under-employment. Capital investment, credit, Irrigation and supply of other inputs.

Unit-II  
10

Agricultural Policies - Green revolution, pricing and procurement policies, PDS and support price.

Unit – III  
15

Industry: Growth and Structure of industry. Industrial and licensing policies, large, small and cottage industries.

Unit-IV  
10

Industrial finance, capital and multinationals. Cost of each source of finance

Unit –V  
15

Service Sector: Growth and Structure of service sector – major components, linkages with other sectors, and importance in the national economy, informal sector.

Suggested Readings

- Uma Kapila Indian Economy: Performance and Policy: Performance and Policy
- Dutt&Sundaram - Indian Economy
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Semester III

Paper 3.4 Computer Concepts and Software Packages

Duration: 3 hours  Marks: 75  lectures: 50

Unit I

5

**Basic Concepts:** Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

Unit II

5

**Components of Computers:** Hardware components: input devices, output devices, system unit. Software components: Application software: general purpose packaged software and tailor made software, System software: operating system, interpreter, compiler, linker, loader.

Unit III

15

**Operating System:** Need and functions of an Operating System, Graphic user interface and character user interface. Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc. Desktop, control panel, system tools, utilities such as calculator, calendar, etc. Explorer: file types, attributes, names, folders, drives, devices. File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

Unit IV

10

**Introduction to Networks and Internet:** Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet. Basics: functions, growth, anatomy, Uses, Wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching.

Unit V

15

**Office Applications:** Meaning and applications of word processing,


**MS-Excel** – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation.

**MS-PowerPoint** – creating simple presentation including slide transitions, bullets, etc.
The Theory paper will be based on Units 1-4 only and the practical component will be based on Unit 5 only.

Suggested Readings

- Absolute Beginner's Guide to Computer Basics by Michael Miller
- Fundamental of Computers by AkashSaxena, Kratika Gupta
- Fundamentals of Information Technology, Alexis and Mathew
- Computers Today, Donald H. Sanders.
- Basic Financial Accounting, J.R. Monga
- Computer Fundamentals, P.K. Sinha
- Double Entry Book-Keeping, T.S. Grewal and Grewal.

GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION

Computer Concepts, Software Packages and Computerized Accounting

Time: 60 Minutes

<table>
<thead>
<tr>
<th>Ques. No.</th>
<th>Description of Question</th>
<th>Marks</th>
<th>Time Allowed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lab testing of various concepts MS word, PPT and Excel as mentioned in Unit V.</td>
<td>25</td>
<td>60 minutes</td>
</tr>
</tbody>
</table>

Note

1. There will be no internal assessment in Practical component of this Paper.
2. 10 minutes time may be given to the examinees for adjustment of computers before the practical.
3. Hard Copy of evaluation sheet and question paper will be given to examinees And they will produce soft copy as answer sheet for evaluation.
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Semester IV

Paper 4.2 MSMEs Policy Framework

Duration: 3 hours          Marks: 100          lectures: 65

Objectives: To familiarize students with the different policies applicable to MSMEs and their implications on MSMEs.

Unit I                      10

Policy Environment for Small Scale Sector, Pre and Post 1991 Industrial Policy, New Policy Measures, Reports of various Working Groups on SSIs: Kothari Committee 2,000, Ganguly Committee 2004.

Unit II                     15


Unit III                    10

Policy of Priority Credit, Equity Participation, Equity issues by small enterprises through OCTEI, Policy of Technology Upgradation in small enterprises, Technology Bureau for Small Enterprises.

Unit IV                     15

Taxation Benefit to SSI: Need for tax benefits, Tax Holiday, Rehabilitation Allowances, Expenditure on Scientific Research, Amortization of certain Preliminary Expenses, Tax concession to SSI in rural and backward areas, Expenditure on acquisition of Patents and Copyrights.

Unit V                      15

Policy on Handling Sickness in Small Industries: Causes and consequences of Sickness, Measures to prevent sickness in small units

Measures for Export Promotion: Export Processing Zones (EPZs), Special Economic Zones (SEZ), Measures for Export Promotion, Organizational support for Export Promotion
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Suggested Readings

- Kothari Committee Report
- SSI Policy
- Sick Industries Companies Act’
- www.iasb.org
- Internet Sources- BSE, NSE, SEBI, RBI, IRDA, AMFI etc
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Semester IV

Paper 4.3  Labour and Development in India

Duration: 3 hours  Marks: 100  lectures: 65

Objectives: The course is intended to equip the students with conceptual, legal, and empirical issues pertaining to labour in India. The focus of the course would be on the changing profile and position of labour in modern India. The role of the state, nation and International labour organisations will be emphasized.

Unit-I 10
Patterns of development and changing forms of labour in India, Labour, employment and work – Meanings and changing forms.

Unit-II 15

Unit-III 10
Labour protest and Trade Union Movement: Evolution of Trade Union Movement, Trade Union Movement in India. Labour protest and Industrial action

Unit-IV 15
State and Labour: Labour administration- union Govt. and State Govt., Mechanism of wage settlement, National commission on labour

Unit-V 15
International labour Organisation in India: Role and structure of ILO, India and ILO

Suggested Readings:

- SukomalSen, Working Class movement in India
- Empowering Rural labour in India (ed), 1998, New delhi, R. RadhaKrishna and A.N Sharma
- Rehabilitation of Child labour in India V.V Giri National Labour Institute, NOIDA.
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Semester IV

Paper 4.4 Business Communications

Duration: 3 hours  Marks: 100  lectures: 50

Objectives: To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Unit I

Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit III

Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit IV

Vocabulary Words often confused, Words often mis-spelt, Common errors in English.

Unit V

Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings

- Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
- Bovee, and Thill, Business Communication Today, Pearson Education
- Shirley Taylor, Communication for Business, Pearson Education
- Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
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Note: Latest edition of text books may be used.

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Semester V

Paper 5.1 Financial Management in MSMEs

Duration: 3 hours       Marks: 100       lectures: 65

Objectives:

To familiarize the students with the concepts of financial management in the MSMEs and their use.

Unit I                          10
Meaning, objectives and significance of Financial Management, Project Appraisal Technique- Payback Period, NPV, IRR, PI,

Unit II                        15

Unit III                       15
Financial Planning, Estimation of Financial Requirements, Sources of Finance : Internal sources and External sources of Financing including Term Loans and Financial Accommodation from Financial Institutions, Venture Capital,

Unit IV                       15

Unit V                         10
Concept of Risk, Types of Risk, Risk mitigation Strategies

Suggested Readings:

- S.N. Maheshwari, Management Accounting & Financial Analysis S. Chand & Sons
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- Khatri, P.V. & Verma S. Management Accounting 2011, Global Vision Publishing House

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Semester V

Paper 5.2 Internship Project/ Project

Marks: 100

Objectives: to provide basic and hand on understanding of the industry.

Note:

Each student of Vocational Courses shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.
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Semester V

Paper 5.3 Financial Accounting

Duration: 3 hours  Marks: 100  lectures: 65

Objectives:

To make the student familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Unit- I  15


Unit- II  15

(i) Consignments: Features, Accounts treatment in the books of the consignor and consignee.

(ii) Joint Ventures: Accounting procedures: Joint Bank Account, Records Maintained by co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

(iii) Inland Branches: Dependent branches only and Ascertainment of Profit by Debtors method and Stock and Debtors method.

Unit- III  10

Unit- IV
Partnership: Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

Unit- V
Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

List of Reading
1. J.R. Monga, Basic Financial Accounting, Mayur Paper back, Darya Gang, New Delhi
2. S.N. Maheshwari, Financial Accounting, Vikas Publication, New Delhi

Note: Latest edition of text book may be used.
Objectives

The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws along with relevant case law.

Unit I

Introduction: Characteristics of a company, concept of lifting of corporate veil, Types of companies, association not for profit, illegal association, Formation of company – Promoters, their legal position, pre-incorporation contract and provisional contracts. Documents – Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management, Prospectus and Book Building process.

Unit II

Share Capital – issue, allotment and forfeiture of share, demat of share, transmission of shares, buyback, share certificate and share warrant, Members and shareholder – their rights and duties. shareholders meetings, kinds, convening and conduct of meetings, AGM, EGM, Class meetings.

Unit III


Unit IV

Winding up – concept and modes of winding up, Emerging issues in company law: One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company, National Company Law Tribunal (NCLT), Limited Liability Partnership (LLP), Insider Trading, Rating Agencies, Producer Company – concept and formation.
Unit V:

Depositories Act 1996: Definitions, Rights and Obligations of Depositories, Participants Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.

Suggested Readings:

- Kuchhal MC “Company law” Mahavir Publications
- Dagar Inderjeet and AgnihotriAnurag “Corporate laws” Galgotia publishing company, New Delhi
- Singh Avtar “Company Law” Allahabad Law House
- Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
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Semester V

Paper 5.4 Contemporary Environment in MSMEs

Duration: 3 hours  Marks: 100  lectures: 50

Objectives: To familiarize them with the understanding of contemporary environment of MSMEs.

Unit I  10

Changing scenario of MSMEs in the era of Liberalisation&Globalisation, Competitiveness, Quality control and Branding, Need for professionalism in management of small business in India, social responsibilities of small business owners.

Unit II  10

Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006, Objective, Definition, Provisions pertaining to promotion and development of MSMEs.

Unit III  10

Rural Entrepreneurship: Concept, Need, Problems, Methods of Developing Rural Entrepreneurship.

Unit IV  10

Women Entrepreneurship: Concept, Challenges, Strategies, Institutional Support to Women Entrepreneurs, Self Help Groups (SHG)

Unit V  10

International Entrepreneurship: Concept and Nature, International versus Domestic Entrepreneurship—Political, Legal, Cultural and Technological Environment; Strategic Issues in International Entrepreneurship; Barriers to International Trade- Protectionism, Trade Blocs; GATT: Entrepreneurial entry into International Business- Exporting, Licensing, Turnkey Projects, Joint Ventures, Management Contracts
Suggested Readings

- Hisrich, Robert D., Michael P Peters, Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin, London
- Shukla, MB, (2013), Entrepreneurship and Small Business Management, KitabMahal, Allahabad
- Charantimath, Poornima M, (2009), Entrepreneurship Development Small Business Enterprise, Dorling Kindersley India Pvt Ltd. (Pearson), Delhi
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Semester VI

Paper 6.1 Marketing Management in MSMEs

Duration: 3 hours  Marks: 100  lectures: 65

Objectives
To familiarize the students with the concepts of marketing management in the MSMEs and their use.

Unit I
**Small Business Marketing:** Concept of Marketing, Scope of Marketing, Assessment of Demand, Market Segmentation, Marketing Mix, Product Mix, Processing of Products and Processing Strategies

Unit II
**Channels of Distribution:** Role of Middlemen, Distribution Strategies, Franchising – Concepts and Benefits.

Unit III
**Sales Promotion:** Advertising and Publicity, Packaging Strategies, Branding Strategies, Managing Brand Systems.

Unit IV
**Product Life Cycle:** Introduction Stage Strategies, Growth Stage Strategies, Maturity Stage Strategies, Decline Stage Strategies

Unit V
**Place:** Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods, Types Of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels. **Logistics:** Meaning, Importance, Objectives, Marketing Logistics Task, Approaches Of Logistics (Total Cost & Total System Approach)

Suggested Readings:
- Kotler, Keller, Koshy and Jha, Marketing Management, 13th Edition Pearson Education
- Ramaswamy Vs. Namakumari, Marketing Management, 4th, Macmillan
- Lamb Charless W. et. Al; Principals of Marketing; South Western Publishing
- Cravens David Wet al.;Marketing Management Richard D. Irwin
- Kotler Philip and Armstrong Gary, Principles of Marketing, Pearson
- Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois
Objectives: The Paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/national policies than follow the one-size-fits-all approach Globalisation.

Unit I 15
Meaning and contents of globalization- First and second phases of modern economic globalization.
Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit II 10
Role of globalization in reducing inequality and poverty.
Distribution of benefits of globalisation shared by developed and developing countries.

Unit III 10
Globalisation and the world economy - production, global value chains - a case of simultaneous integration and segmented production.

Unit IV 15
Critique of globalisation – To what extent globalisation implies a rise of neo-liberalism.
To understand the decline in the authority of the Nation-sate and reduction of policy space.Major brunt borne by social spending and decline of safety nets.

Unit V 15
Global governance - IMF, World Bank and the WTO.Role of the WTO in governing the world trading systems.
The way forward - stress on local/regional/national (context-specific) than global economy.

Suggested Readings
- Deepak Nayyar, Globalisation
- Joseph Stiglitz, Globalisation and its discontents
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Semester VI

Paper 6.2 Human Resource Management in MSMEs

Duration: 3 hours  Marks: 100  lectures: 65

Objectives
To familiarize the students with the concepts of Human Resource management in the MSMEs and their use.

Unit I  
Role of HRD in MSMEs: Manpower Planning in MSMEs, Hiring Process – Recruitment and Selection, Training and Evaluation of Performances, Wage and Salary Administration in MSMEs, Employment Motivation

Unit II  
Management of Industrial Relation: Causes of Industrial Dispute, Methods of Resolution of Disputes, Procedure and Role of Arbitration and Conciliation, Strikes, lockout

Unit III  

Unit IV  
Relevant Regulations for MSMEs: Trade Union Act 1926, Bonus Act, Industrial dispute Act 1947

Unit V  
Executive Development Programme: Meaning, Need, Relevance, Holistic Training Model, Evaluation of EDPs, Techniques for enhancing effectiveness of EDPs

Suggested Readings
- Dessler Garry & Biju Varkky, “Fundamental of HRM” Pearson education
- Prasad LM “HRM” Sultan Chand & Sons.
- Gupta CB “HRM” Sultan Chand & Sons.
Objectives: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Unit I: The Indian Contract Act, 1872
Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts

Unit II: The Indian Contract Act, 1872: Specific Contracts
Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit III: The Sale of Goods Act, 1930
Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit IV: Partnership Law
The Partnership Act, 1932: Nature and Characteristics of Partnership, Registration of Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners, Mode of Dissolution of Partnership

The Limited Liability Partnership Act, 2008: Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relations, winding up
Unit V: The Negotiable Instruments Act, 1881

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Negotiation: Types of Endorsements, Crossing of Cheque, Bouncing of Cheques

Suggested Readings


Note: Latest edition of text books may be used.
B.A. (Vocational Studies) Small and Medium Enterprises

Semester VI

Paper 6.3 Marketing Strategy And Relationship Marketing

Duration: 3 hours       Marks: 100       lectures: 65

Objectives: To familiarize the students with the marketing strategy and relationship marketing in SME.

Unit I

Unit II

Unit III

Unit IV

IT enabled RM: Emergence of CRM – database marketing – data warehousing and data mining- pitfalls of IT focus in RM – ethical issues – customer privacy.

Sustaining Customer Relationships: The role of service in building relationships, segmentation of service, measurement of service - Monitoring of customer satisfaction - Analyzing customer defections

Suggested Readings

1. Marketing Strategy - Boyd Walker, Mullins Larrech, TMGH
2. Strategic Marketing Management - David Aaker
3. Principles of Marketing - Philip Kotler, Gary Armstrong
4. Handbook of Relationship Marketing - JagdishSheth, AtulParvatiyar
5. Leading Through Relationship Marketing- Richard Batterley
7. Customer relationship Management - Sheth, Parvatiyar, Shainesh
8. For contemporary case studies students should refer to the periodicals and journals.
B.A. (Vocational Studies) Small and Medium Enterprises
Semester VI
Paper 6.4 E - Commerce

Duration: 3 hours  Marks: 100  lectures: 50

Objectives: To give on hand knowledge on the issues related to E-Commerce. So that student should become familiar with mechanism for conducting business transactions through electronic means.

Unit I: 10

Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Unit II 10

Technology: technologies used in E-commerce, The dynamics of world wide web and internet (meaning, evolution and features); Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website).

Unit III 15


Unit IV 10

E-payments system: Models and methods of E-payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

Unit V 5

Online business transactions: meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance,
payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment)

**Suggested readings**

- Management Information System: Jawadekar
- Management Information System: Laudon&Laudon
- The Essential Guide to Knowledge management: AmritTiwana
- The GIS Book: George B. Karte.
- Internet (Use of Search Engines Google & yahoo etc)
- E – Commerce: Milind Oka
- E – Commerce: C.V.S. Murty
- Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
- E-Governance Case Studies – Ashok Agarwal