



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 9th Semester
 Functional Area Specialization: Entrepreneurship and Family Business
 Subject Name: Micro, Small and Medium scale Enterprises & Start-up
 Subject Code: 2597151

With effective
 from academic
 year 2020-21

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Identify and relate 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"> Analyze a 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"> Evaluate and 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"> Debate and discuss social and ethical issues faced by MSMEs.
Effective Communication (EC)	<ul style="list-style-type: none"> Prepare a detailed simulation of setting up a start-up.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Prepare a Detailed Project Report for setting up a start-up, along-with the requisite documentation.

LO – PO Mapping: Correlation Levels: 1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4539263	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Identify and relate various opportunities available based on MSME start up schemes and their basic requirements.	3	3	1	1	-	2	-	3	3
LO2: Analyze a 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.	3	3	3	2	-	3	1	3	2
LO3: Evaluate and recommend opportunities in the global markets for MSMEs and start-ups.	3	3	2	3	3	2	-	2	2
LO4: Infer the distinguishing parameters of culture influencing start-ups.	3	3	3	1	1	2	1	2	2
LO5: Debate and discuss social and ethical issues faced by MSMEs.	2	2	2	2	-	2	3	3	2
LO6: Prepare a detailed simulation of setting up a start-up.	2	3	1	3	-	1	-	2	2



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LO7: Prepare a Detailed Project Report for setting up a start-up, along-with the requisite documentation.	2	3	1	3	-	3	-	3	2
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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 MSME Act 2006 • Ministry of MSME • MSME 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 India • Major Challenges faced by MSME in India. 	08	15
II	Major Schemes for MSME: <ul style="list-style-type: none"> • SME Division Schemes • Development Commissioner (DC-MSME) Schemes • National Small Industries Corporation (NSIC) Schemes • ARI Division Schemes • SIDBI Schemes • NABARD Schemes Government of Gujarat supports in Funding, Mentoring and Incubation: <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 	12	20
III	Industries Commissionerate: <ul style="list-style-type: none"> • Overview of Industries Commissionerate • Functions of Industries Commissionerate • Activities of Industries Commissionerate District Industry Centre (DIC): <ul style="list-style-type: none"> • Overview of DICs • Activities of DICs • Functions of DICs 	12	20



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	Government Initiatives for Ease of Doing Business: <ul style="list-style-type: none"> Different schemes by government for EODB Various Initiatives taken by the government Reforms for Ease of doing business 		
IV	Start-up India Schemes: <ul style="list-style-type: none"> Introduction of start-up India schemes Action plan of the scheme Rules and regulations / eligibility of the scheme EXIM Bank: <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	Practical: Students should visit MSMEs and understand their challenges and opportunities, their operations and access to sources of funds.	---	(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.

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• 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



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5		Performance and Credit Rating Scheme for Micro & Small Enterprises	Government of India	Latest
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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/>