

MBA II Year	MBA-E327/427		Semester-III/IV		
	Small Business Environment And Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	03	40

OBJECTIVE: The objective of this course is to expose the students about the growth of SSI's and how it's managed in India.

- Definition of Small Business, Steps for Starting Small Business, Small Business in Indian Environment. Economic, Social, Political, Cultural and Legal, Policies Governing small Scale units, Industrial Policies and Strategies Relating to Small Scale Sector. **(8 hours)**
- Technological Know how and Appropriate Technology, Quality Circles and Productivity, Linkage between Small and Big Business. **Case Study1:** Twiga Hosting Ltd – providing affordable information and communication technologies services to small and medium enterprises **(8 hours)**
- Special Problems in Management of Small Business. Finance, Marketing, Production and Personnel, Sickness in the Small Sector, Reasons and Remedies. **(8 hours)**
- Modernization of Small and Village Industries, Training Programs and Consultancy Services, Incentives and Subsidies. **Case Study2:** VNFPP Ltd: using holistic marketing in a small enterprise context. **(8 hours)**
- Exploring Export Possibilities, Institutions Assisting Export Promotion of Small Business in India, Export Promotion Councils, Global Prospective of Small Business in Selected Countries. **(8 hours)**

SUGGESTED READINGS:

1. Abrahamjon & Royce. L & Pickle (1990), *Small Business Management*. John Wiley, New York.
2. Batra, G. S. (2002). *Development of Entrepreneurship*. Deep & Deep Publications, New Delhi.
3. Desai Vasant (2004). *Dynamics of Entrepreneurial Development and Management*. Himalayan Publishing House, New Delhi.
4. Desai Vasant (1995). *Small Scale Industries and Entrepreneurship*. Himalayan Publishing House, New Delhi.
5. Gupta, C. B., Srinivasan, N. P. (2000). *Entrepreneurial Development*. Sultanchand & Sons., New Delhi.
6. Papola, T. S. (1982). *Rural Industrialization Approaches and Potentials*. Himalayan Publishing House, New Delhi.
7. Vepa, Ram, N. (1983). *How to Success in Small Industries*. Vikas Publication, New Delhi.
8. **Case Study1:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621111197163>
9. **Case Study2:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621211294399>

NOTE: The list of cases and specific references including recent articles will be announced in the class.