

| MBE II Year                                | MBE-E317/417                                     |   | Semester-III/IV    |               |               |
|--|--|---|--------------------|---------------|---------------|
|  | <b>Small Business Environment And Management</b> |   |                    |               |               |
| 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 |
| <b>3 Hrs.</b>                              | <b>30</b>  | <b>70</b>   | <b>100</b>         | <b>03</b>     | <b>40</b>     |

**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. **(8Hours)**
- 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. **(8Hours)**
- Special Problems in Management of Small Business.Finance, Marketing, Production and Personnel,Sickness in the Small Sector, Reasons and Remedies. **(8Hours)**
- 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. **(8Hours)**
- Exploring Export Possibilities ,Institutions Assisting Export Promotion of Small Business in India, Export Promotion Councils, Global Prospective of Small Business in Selected Countries. **(8Hours)**

**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).Dynamicsof 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.Sultan Chand & 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 Succeed in Small Industries.Vikas Publication, New Delhi.
- 8 **Case Studies1:** <https://www.emeraldinsight.com/doi/full/10.1108/2045062111197163>
- 9 **Case Studies2:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621211294399>

**NOTE:** The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.