

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spec.	Entrepreneurship		
Semester		III				Version	1.0.0.0		
Effective from <i>Academic Year</i>				2020-21		Effective for the batch Admitted in			June 2020
Subject code		IIIA12MSM		Subject Name		MSME			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT )		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical	-	-	-
Pre-requisites:									
Learning Outcome:									
<ul style="list-style-type: none"><li>• IIIA12MSM.CO1: Understand the MSME ecosystem in India, including laws, organizational setup, regulatory frameworks, and challenges faced by small enterprises.</li><li>• IIIA12MSM.CO2: Apply knowledge of government schemes, institutional support, and funding mechanisms to establish and manage MSME operations effectively.</li><li>• IIIA12MSM.CO3: Analyze sources of finance, the role of industry bodies, and the integration of corporate governance and risk management frameworks in MSMEs.</li><li>• IIIA12MSM.CO4: Evaluate global demographic, economic, and risk trends influencing MSME sustainability and strategic decision-making.</li></ul>									
Theory syllabus									
Unit	Content								Hr
1	<b>Introduction of MSME:</b> Introduction of MSMED 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.								8
2	Major Schemes of MSME - 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								15
3	Industries Commissionerate-- Overview of Industries Commissioner ate, - Functions of Industries Commissioner ate, - Activities of Industries Commissionerate, District Industry Centre (DIC) - Overview of DICs, - Activities of DICs, - Functions of DICs, Government Initiatives for Ease of Doing Business								10
4	<b>Sources of Funds for Business:</b> EXIM Bank (Introduction, Various financial Products and services offered by EXIM Bank), Venture Capital, public/private Bank loans (Working Capital Loan, Corporate Term Loan, Term Loan etc.)								8
5	Adapting the Organization to Deal with Risk (Seeking the Best Risk): The Role of the Board in Dealing with Corporate Risk: Defining Enterprise Risk Integration of corporate governance, and corporate strategy in enterprise risk management Organizations for Risk Management Culture and Leadership Roles The role of Information within an Enterprise and its use in risk management The Cofounding of Risk								11
6	Demography Risk and the Preparing for the World in 2050: The trends in world demography Implications to Globalization Impact of disruption in energy markets Trade and military alliances Food markets and food supply of the world								8
Practical content									

<b>Text Books</b>	
1	IIBF, Micro, Small and Medium Enterprises in India, Taxmann, 2017
<b>Reference Books</b>	
1	R. Srinivasan, C.P. Lodha, "Strategic Marketing and Innovation for Indian MSMEs", Springer 2017
2	MSME Schemes, Government of India
3	Marketing Assistance Schemes, GOI
4	Performance and Credit Rating Scheme for Micro & Small Enterprises, GOI
5	MSME Business - A Journal of Small Business and Enterprise
6	SEDME Journal
7	Journal of Managerial Economics

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Fourth Digit= Content Revision) L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

<b>Semester 3: Course Name: IIIA12MSM MSME</b>							
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>IIIA12MSM.CO1</b>	3	2	1	2	2	2	3
<b>IIIA12MSM.CO2</b>	2	3	3	1	3	2	2
<b>IIIA12MSM.CO3</b>	2	2	2	3	1	3	2
<b>IIIA12MSM.CO4</b>	3	3	2	2	3	2	2

<b>Semester 3: Course Name: IIIA12MSM MSME</b>			
<b>Name of CO</b>	<b>PSO - 1</b>	<b>PSO - 2</b>	<b>PSO - 3</b>
<b>IIIA12MSM.CO1</b>	2	2	3
<b>IIIA12MSM.CO2</b>	2	2	3
<b>IIIA12MSM.CO3</b>	3	1	2
<b>IIIA12MSM.CO4</b>	3	2	3