

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM 403	MSME Management		II BBA (DM) - IV Sem 2022-23			
Hours	75 (60 + 15)		L	T	P	C
Focus	Entrepreneurship		4	1	-	4

Course Objective
To make the learners understand the MSME business landscape and their challenges and evaluate the project proposals and perform the management functions in an MSME setup aligning the IP strategies and an understanding of institutional support for MSMEs in India

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the MSME business and its role in economy and analyze factors, challenges, Government's role and relevant legal provisions	1, 2, 3 and 4
CO2	Apply project formulation techniques and evaluate the proposals using various criteria	1, 2, 3, 4 and 5
CO3	Apply the finance, marketing and HR functions in an MSME	1, 2, 3, 4 and 5
CO4	Understand the institutional support for MSMEs and analyze the sickness factors and measures taken	1, 2, 3 and 4
CO5	Understand the IPR implications for MSMEs and formulate strategies for business benefits	1, 2, 3 and 4

Syllabus		
Unit	Content	Hours
Unit I	MSMEs - Significance in Indian Economy-Problems and steps taken by the Government to tackle their problems-Backward Area development – Ancillary Industries, Rural industries and Artisans - Provisions under MSME Development Act 2006	15%
Unit II	Project Formulation: Project identification and formulation, feasibility study, project report preparation, Project management, Location of units and planning	25%

Unit III	Management Functions in MSME - Finance functions, Capital estimation, Sources of finance, Subsidies and incentives, Venture capital-Marketing and human resource management functions.	25%
Unit IV	Institutional support – Commercial Banks, Industrial estates, APIIC, APITCO, DIC, registration of MSME and MSME portal services - Sickness of small Medium Enterprises, Causes of sickness, Prevention of sickness, Remedial measures of sickness	20%
Unit V	IP Rights – Trade marks, Copy rights and patents– IP strategies for MSMEs – IP law in India – Process for registration	15%

References

Books and Resources	<ul style="list-style-type: none"> • CSV Murthy, Small Scale industries & Entrepreneurial Development, Himalaya publication house. • Vasanth desai Management of SSI Himalaya publication house, New Delhi-1998 • Vasanth desai Small Scale industries & Entrepreneur Development, Himalaya publication house
Online Courses	<p>Course on Entrepreneurship https://onlinecourses.swayam2.ac.in/cec20_mg19/preview</p> <p>Course on Entrepreneurship and IP strategy (select units) https://onlinecourses.nptel.ac.in/noc22_hs110/preview</p>

Additional Inputs

Topics to be explored	<ul style="list-style-type: none"> • Study of MSME data from portal • Study of project reports from NABARD • Calculation of financials from the model reports • Study of services of APIIC and APITCO website • Review of MSME brands and trademarks
-----------------------	---

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Survey on MSME problems • Project formulation • Awareness on IP rights among MSMEs • Field visits to industry • Guest lectures • Interaction with industry professionals