



**Course Title: SMALL BUSINESS MANAGEMENT**

**Course Code: ENTR604**

**Credit Units: 3**

**Course Level: PG**

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	-	-	-	3

**Course Objectives:**

- To study the importance of small business in a developing economy
- To know how institutions support small businesses in India
- To understand how to acquire necessary resources required to build a growth oriented small business
- To study the up gradation and modernization of small business

**Pre-requisites:** The student must have interest in entrepreneurship

**Student Learning Outcomes:**

- After completing the course, the student will be able to discuss the benefits as well as limitations of a small business,
- By the end of the course, the student will be able to list the supporting institutions.
- Graduates of the course will be able to analyze the required resource for growth of small business

**Course Contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module I Introduction</b>	25%
Orientation to small business, Importance of small business in economy. Globalization and small business. Issues facing small businesses in the 21 <sup>st</sup> century, Institution supporting the small businesses and Govt. support. Indian SME Act2006 and international definition of small business. Legal issues for small business in India.	
<b>Module II Growth in Small Business</b>	25%
Strategic planning for the small business: planning is more than just writing a plan, Developing competitive survival and growth strategies for small business, competitive growth, Managing the growth fund, Human resource management for small business	
<b>Module III Role of Family</b>	25%
The role of family in small business, Succession planning in small business, Marketing and public relations .Importance of relationship with stakeholders. Relationship with business and family.	
<b>Module IV Sustaining the Business</b>	25%
Modernization and up gradation of technology, the industrial policy for small business. The Exim Policy. Compensation and financing the SME, Exit route for SME's or extract money from a business, Local government & the small business owner, New company bill 2014	

**Pedagogy for Course Delivery:**

The course will be delivered through live examples of small business. The course will discuss the benefits of supporting institutions .The case study method will also be used for entrepreneurial skill sets. In addition, growth strategy and sustainability of small business shall be discussed.

**Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>Total</b>
<b>100%</b>	-	<b>100%</b>

**Theory Assessment (L&T):**

<b>Continuous Assessment/Internal Assessment</b>					<b>End Term Examination</b>
<b>Components</b>	<b>Class Test</b>	<b>Case Discussion</b>	<b>Home Assignment</b>	<b>Attendance</b>	
<b>Weightage (%)</b>	10%	10%	05%	05%	70%

**Text books& References:**

- Charanatimath M Poornima(2007), Entrepreneurship Development Small Business Enterprise, Pearson
- Longenecker G Justin, Moore W Carlos, Petty J. William, Palich E. Leslie(2006),Managing Small Business ,Cengage Learning

**Any other Study Material:**

- International Journal of Entrepreneurship & Innovation (IJEI), IP Publishing
- International Journal of Globalisation and Small Business (IJGSB) , Inderscience
- International Small Business Journal, Sage
- Journal of Entrepreneurship and Small Business Management, University of Pretoria
- Journal of Small Business and Enterprise Development, Emerald
- Journal of Small Business Management, Wiley