



# MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

## COURSE CONTENT

MSME MANAGEMENT								
III SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA021E	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	30	70	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
<b>Prerequisite:</b> Basic knowledge of Small and Medium Entrepreneurship.								

### COURSE OVERVIEW:

The course on Small and Medium Entrepreneurship (SME) provides an understanding of the role and significance of MSMEs in the Indian economy. It focuses on identifying business opportunities and the process of setting up enterprises, including legal and environmental aspects. The course covers various institutional supports and financial assistance available for MSMEs. It also emphasizes the management of small businesses, addressing challenges such as sickness and performance evaluation. Additionally, it highlights the role of government policies and agencies in promoting and supporting entrepreneurship.

### COURSE OBJECTIVES:

- Understand the concept, role, and significance of MSMEs in the Indian economy.
- Identify business opportunities and explain the process of setting up small and medium enterprises.
- Analyze various institutional and financial support systems available for MSMEs.
- Examine the management practices and challenges faced by MSMEs.
- Understand the role of government policies and agencies in promoting entrepreneurship.

### COURSE OUTCOMES: After Completion of the course, students should be able to

1. Describe the role of SMEs in the Indian economy, employment generation, export potential, and challenges.
2. Identify business opportunities, setup processes, incentives, and entrepreneurship initiatives in rural and women sectors.
3. Examine institutional support mechanisms, financial resources, and development agencies assisting MSMEs.
4. Analyze management practices, credit systems, entrepreneurial performance, and remedies for sickness in MSMEs.
5. Evaluate government policies, institutions, and amendments promoting entrepreneurship in India.

## **UNIT-I INTRODUCTION FOR SMALL AND MEDIUM ENTREPRENEURSHIP (SME):**

Concept & Definition, Role of Business in the modern Indian Economy SMEs in India, Employment and export opportunities in MSMEs. Issues and challenges of MSMEs

## **UNIT-II SETTING OF SMES:**

Identifying the Business opportunity, Business opportunities in various sectors, formalities for setting up an enterprise - Location of Enterprise – steps in setting up an enterprise – Environmental aspects in setting up, Incentives and subsidies, Rural entrepreneurship – Women entrepreneurship.

## **UNIT-III INSTITUTIONS SUPPORTING MSMES:**

Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions, Central level institutions, State level institutions, Other agencies, Commercial Bank – Appraisal of Bank for loans. Institutional aids for entrepreneurship development – Role of DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureaus.

## **UNIT-IV MANAGEMENT OF MSME:**

Management of Product Line; Communication with clients - Credit Monitoring System - Management of NPAs - Restructuring, Revival and Rehabilitation of MSME, Problems of entrepreneurs – sickness in SMI – Reasons and remedies, Evaluating entrepreneurial performance.

## **UNIT-V ROLE OF GOVERNMENT IN PROMOTING ENTREPRENEURSHIP:**

MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB). Latest Amendments in MSME

### **TEXT BOOKS:**

1. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 3<sup>rd</sup> Edition, 2003.
2. Poornima M Charanthimath, Entrepreneurship Development Small Business Enterprises, Pearson, 5<sup>th</sup> Edition, 2006.
3. Paul Burns & Jim Dew Hunt, Small Business Entrepreneurship, Palgrave Macmillan publishers, 2010.

### **REFERENCE BOOKS:**

1. Suman Kalyan Chaudhury, Micro Small and Medium Enterprises in India Hardcover, Raj Publications, 2<sup>nd</sup> Edition, 2013.
2. Anet Monika Agarwal, Small and medium enterprises in transitional economies, challenges and opportunities, DEEP and DEEP Publications, 4<sup>th</sup> Edition, 2015
3. Norman H Scarborough, Jeffrey R. Cornwall, Essentials of Entrepreneurship and Small Business Management, Pearson, 2017.

### **ELECTRONIC RESOURCES:**

1. <https://msme.gov.in/sites/default/files/Sch-vol1-151214.pdf-sri.pdf>
2. <https://msme.gov.in/Media-and-press-release/e-book>
3. <https://www.pwc.in/assets/pdfs/publications-2011/innovation-msme-2011.pdf>
4. [www.dcmsme.gov.in/Terms%20of%20Reference%20\(ToR\).pdf](http://www.dcmsme.gov.in/Terms%20of%20Reference%20(ToR).pdf)

### **MATERIALS ONLINE:**

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

