



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		
		L	T	P	C	CIE	SEE	Total
22MBA0021E	Professional Elective	4	0	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: knowledge of Entrepreneurship Development concepts.								

COURSE OVERVIEW:

This course provides an understanding of Small and Medium Entrepreneurship (SME) and the role of Micro, Small, and Medium Enterprises (MSMEs) in the Indian economy. It covers business opportunities, procedures for establishing small enterprises, and the challenges faced by MSMEs. The course also explains financial and institutional support systems available for entrepreneurs, management practices in MSMEs, and the role of government policies and agencies in promoting entrepreneurship and supporting the growth and development of small businesses.

COURSE OBJECTIVES:

- To understand the concepts and importance of SMEs and MSMEs in economic development.
- To identify business opportunities and learn the procedures for establishing small enterprises.
- To examine financial and institutional support systems available for MSMEs.
- To understand management practices and challenges faced by MSME entrepreneurs.
- To analyze the role of government policies and institutions in promoting entrepreneurship.

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

1. Identify core concepts, definitions, roles and contributions of SMEs within the Indian economy by analyzing employment generation, export potential related challenges
2. Describe business opportunity recognition by outlining formalities, location selection, environmental considerations and available incentives for SMEs led by women enterprises
3. Assess financial and institutional support for MSMEs through funding sources and mechanisms driving entrepreneurial growth
4. Investigate management challenges in MSMEs by examining product diversification, client relations, credit systems, non-performing assets and industrial sickness
5. Examine government policies and agencies in MSME development by measuring effectiveness of policy frameworks, implementation outcomes, and legislative reforms

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, 3rd Edition, 2003.
2. Poornima M Charanthimath, Entrepreneurship Development Small Business Enterprises, Pearson, 5th Edition, 2006.
3. Paul Burns & Jim Dew Hunt, Small Business Entrepreneurship, Palgrave Macmillan publishers, 2010.
4. SumanKalyanChaudhury, Micro Small and Medium Enterprises in India Hardcover, Raj Publications, 2nd Edition, 2013.

REFERENCE BOOKS:

1. Aneet Monika Agarwal, Small and medium enterprises in transitional economies", challenges and opportunities, DEEP and DEEP Publications, 4th Edition, 2015
2. 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> [https://msme.gov.in/Media-and-press-release/e- book](https://msme.gov.in/Media-and-press-release/e-book)
2. <https://www.pwc.in/assets/pdfs/publications-2011/innovation-msme-2011.pdf>
3. [ww.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. Drshya Siksha Sangrah (DSS) Videos

