

Programme..Master of Commerce (MCom)

MCM5007 ENTREPRENEURIAL DEVELOPMENT & MSME MANAGEMENT

Course Code	MCM5007	Semester	II
Course Title	ENTREPRENEURIAL DEVELOPMENT & MSME MANAGEMENT		
Credits	3	Type	Elective

Learning/Course Objective

- To enable students understand the nature of entrepreneurship, and make them competitive to take unexplored career paths .
- To expose the students to appreciate and understand the concepts and fundamentals of Entrepreneurship.
- Understand the role of government for creation, sustenance and growth of the enterprises by the individuals.
- To focus on opportunities and challenges for new ventures, benefits/drawbacks of entrepreneurship, strategic management and forms of business ownership, marketing strategies, venture finance and human resource management.

Course Structure

Unit I

Introduction to Entrepreneurship Entrepreneur and Entrepreneurship, Role & Functions of entrepreneur – Entrepreneurial Competencies, Problems faced by Entrepreneurs, - Entrepreneurial Dimensions: Intrapreneurship – Social Entrepreneurship- Political Entrepreneurship- Cultural and Sports Entrepreneurship – Women and Rural Entrepreneurship.

Unit II

Entrepreneurship Environment Significance – Internal and External Environment forces- psychological, social, cultural, political, legal and economic forces – Entrepreneurial Culture- Entrepreneurial Society- EDP: Steps in EDP Process—Role of EDI, EDCs & DST (STEP)

Unit III

Developing Enterprises Identifying the Business Opportunities, Feasibility study, Market Survey and Research, Assess demand and selecting the Right Project, Developing Business Plans, Techno-Economic feasibility assessment, Determine the Resources required, Finance, Technology & Legal Formalities, Preparation of Project Report. Statutory compliance of SME's- Registration- Permission from Pollution Board-Labour Office - Income tax Department etc.

Unit IV

Institutional Support for MSME's Roles and responsibilities of developmental agencies in promoting micro-enterprises—Ministry of Micro Small and Medium Enterprises- SME Chamber of India- Assistance and Support Services within India and Foreign SME Sector, NSIC-National Small Industries Corporation - Khadi and Village Industries Corporation- District Industries Centres- SFC-State Finance Corporations - Small Industries Development Bank of India - Venture capital & Private equity – Angel Investing - E-Merge SME Exchange.

Programme..Master of Commerce (MCom)

Unit V

Managing the Enterprise Financial Management: Working Capital Management- Financial Planning &Control – Accounting, Financial Statement Analysis. - Marketing Management:MarketingPlan&Control, CRM – Product Development & Marketing – Production Management: Inventory Control, Productivity , Break Even Analysis – Human Resource Management: Manpower Planning – Labour Productivity – Industrial Relations.

Learning/Course Outcome

- Provides overview of who the entrepreneurs are and what competences are needed to become an entrepreneur.
- Understand the process of converting business idea into business model.
- **Get encouraged to set up their own micro/small enterprises** or engage themselves productively in larger enterprises.
- Develop the **skills among students to raise the funding for the business** from different sources for a start-up venture.
- Acquire knowledge about the roles and responsibilities of developmental agencies in promoting micro-enterprises.

Books for reference:

1. Vasant Desai, *TheDynamics'of Entrepreneurial Development and Management*, Himalaya Publishing House, 2009.
2. Poornima M. Charantimath, 'Entrepreneurial Development And Small Business Enterprises', Pearson Education Licensee, New Delhi 2006.
3. Matthias Fink, Sascha Kraus, *The Management of Small and Medium Enterprises*, ,Routledge Studies in Small Business, 2009.
4. Lev & Powell, *Strategies for Growth in SME's*, Elsevier Ltd.
5. S. Nagendra, V.S. Manjunath, " Entrepreneurship and Management", Pearson Education Licensee, New Delhi 2011.
6. Peter F.Drucker, Innovation and Entrepreneurship
7. Gupta and Srinivasan, Entrepreneurship Development
8. Srivastava, A Practical Guide to Industrial Entrepreneurs