



(Shri Ramkrishna Seva Mandal's)  
**ANAND COMMERCE COLLEGE**

An Autonomous College (2025-26 to 2034-35)  
(Affiliated to Sardar Patel University)  
NAAC ACCREDITED 'A' GRADE (3.04 CGPA)  
ISO 9001:2015



Syllabus as per NEP 2020 with effect from the Academic Year 2025-26

**Bachelor of Business Administration**  
**BBA (GENERAL) Semester – II**

<b>Course Code</b>	<b>UB02MIBBA02</b>	<b>Title of the Course</b>	<b>Management of MSMEs</b>
<b>Total Credit of Course</b>	<b>04</b>	<b>Hours Per Week</b>	<b>04</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"><li>1. To introduce students to the fundamentals and significance of MSMEs in India.</li><li>2. To impart knowledge on the process of starting and managing MSMEs.</li><li>3. To familiarize students with institutional, legal, and financial support available to MSMEs.</li><li>4. To understand government schemes, policies, and modern initiatives including digitization.</li><li>5. To evaluate challenges and trends in MSME development and sustainability.</li></ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage* (%)</b>
1.	<b>Introduction to MSMEs</b> <ul style="list-style-type: none"><li>• Definition, Classification &amp; Characteristics</li><li>• Role of MSMEs in Indian Economy</li><li>• Challenges faced by MSMEs</li><li>• Importance in Employment Generation and Export Promotion</li><li>• Recent Developments and Aatma Nirbhar Bharat Initiatives</li></ul>	20%
2.	<b>Setting up an MSME</b> <ul style="list-style-type: none"><li>• Entrepreneurial Traits &amp; Idea Generation</li><li>• Steps for MSME Registration (Udyam, etc.)</li><li>• Business Plan &amp; Project Report Preparation</li><li>• Legal Formalities, Location Decisions</li><li>• Women &amp; Rural Entrepreneurship</li><li>• Environmental Considerations &amp; Subsidies</li></ul>	20%
3.	<b>Institutional &amp; Financial Support</b> <ul style="list-style-type: none"><li>• Central &amp; State-Level Institutions: SIDBI, KVIC, NSIC, DIC, SISI, MGIRI, etc.</li><li>• Banks and Credit Appraisal Methods</li><li>• Institutional Aids: DST, SIDCO, SIPCOT, NIESBUD</li></ul>	20%

	<ul style="list-style-type: none"> <li>Cluster Development &amp; Support Systems</li> <li>NPA Management and Sickness in MSMEs</li> </ul>	
4.	<b>Government Policies &amp; Schemes</b> <ul style="list-style-type: none"> <li>MSMED Act, 2006 &amp; Amendments</li> <li>Schemes: PMEGP, CGTMSE, SFURTI, MSE-CDP, ASPIRE</li> <li>E-Governance &amp; Udyam Portal</li> <li>IPR, Bar Coding, WTO and INSME Overview</li> <li>Taxation &amp; GST Benefits</li> </ul>	20%
5.	<b>Emerging Trends and Strategic Management</b> <ul style="list-style-type: none"> <li>Technology Integration &amp; Digital MSMEs</li> <li>Performance Evaluation &amp; Quality Management</li> <li>Marketing &amp; Globalization of MSMEs</li> <li>Innovation and Sustainability Practices</li> <li>Entrepreneurship Development Training Institutions (EDII, NIESBUD, etc.)</li> </ul>	20%

<b>Teaching-Learning Methodology</b>	<ol style="list-style-type: none"> <li>Lectures, Case Studies, Group Discussions</li> <li>Field Visits to MSMEs</li> <li>Seminars and Guest Lectures by Entrepreneurs</li> <li>Use of Government Portals and Online Simulations</li> </ol>
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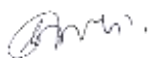
### Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>College External Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

<b>Course Outcomes:</b> Having completed this course, the learner will be able to	
1.	Define and explain MSME concepts, structure, and relevance in the Indian economy.
2.	Understand the legal and operational steps involved in setting up MSMEs.
3.	Identify institutional support and government initiatives aiding MSME development.
4.	Analyze financial, management, and marketing aspects of MSMEs.
5.	Evaluate emerging trends, digitization, and policy frameworks impacting MSMEs.

**Suggested References:**

<b>Sr.No.</b>	<b>References</b>
1.	Desai Vasant , Small Scale Industries and Entrepreneurship, Himalaya Publishing
2.	Charantimath Poornima M., Entrepreneurship Development and Small Business Enterprises, Pearson
3.	Burns Paul & Hunt Jim Dew, Small Business Entrepreneurship, Palgrave
4.	Gupta C.B. & Srinivasan N.P., Entrepreneurship Development in India
5.	Chaudhury Suman Kalyan, Micro Small and Medium Enterprises in India, Raj Publications
Digital resources to be used if available as reference material	
Digital Resources	
1.	<a href="https://msme.gov.in/">https://msme.gov.in/</a>
2.	<a href="https://udyamregistration.gov.in/Government-India/Ministry-MSME-registration.htm">https://udyamregistration.gov.in/Government-India/Ministry-MSME-registration.htm</a>
3.	<a href="https://dcmsme.gov.in/">https://dcmsme.gov.in/</a>
4.	<a href="https://ediindia.org/">https://ediindia.org/</a>
5.	<a href="https://www.youtube.com/watch?reload=9&amp;v=e9fC3choW2M&amp;feature=youtu.be">https://www.youtube.com/watch?reload=9&amp;v=e9fC3choW2M&amp;feature=youtu.be</a>
6.	<a href="https://www.youtube.com/watch?v=HjZq1ugzWoc">https://www.youtube.com/watch?v=HjZq1ugzWoc</a>
7.	<a href="https://www.youtube.com/watch?v=VJC7TGzjldo">https://www.youtube.com/watch?v=VJC7TGzjldo</a>



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BOS of Management  
Anand Commerce College



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