

## Veer Narmad South Gujarat University

### Management of MSMEs

Course	OEC-2 MINOR
Course Title	Management of MSMEs
Credit	4
Teaching per Week	4 hours
Review / Revision	Oct, 2023
Minimum weeks / Semester	16 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> <li>The purpose of the course would be to encourage self employment</li> </ul>
Course Objective	<ul style="list-style-type: none"> <li>To teach aspiring entrepreneurs/managers a way to deal with issues faced by small-business owners.</li> <li>To make students understand the planning necessary to create a dynamic and effective business plan.</li> </ul>
Course Outcome	<ul style="list-style-type: none"> <li>To introduce the concept of MSME to the students</li> <li>The students would understand the management of MSMEs</li> <li>To explain the concept of protection of IPR and Role of MSME in the global market</li> </ul>
<b>Course Content</b>	
<b>Unit 1: Introduction to MSMEs (35%)</b> <ul style="list-style-type: none"> <li>Concept and definition of Micro, small and Medium enterprise,</li> <li>Evolution of MSME,</li> <li>Registration Process of MSMEs,</li> <li>Objectives and characteristics of MSME,</li> <li>Scope and trends of small enterprises in India</li> <li>Small Business - The Driving force for National Growth,</li> <li>Types of Enterprises.</li> </ul>	
<b>Unit 2: Challenges and Opportunities of MSMEs (35%)</b> <ul style="list-style-type: none"> <li>Role and significance of MSMEs in economic development,</li> <li>Advantages, Challenges and Opportunities of MSMEs,</li> <li>Role of Government in promoting MSME in India,</li> <li>Policies for MSMEs</li> </ul>	
<b>Unit 3: Managing Intellectual Property (30%)</b> <ul style="list-style-type: none"> <li>Introduction and types of Intellectual property,</li> <li>Patents Introduction, Expiry of patent and patent extensions,</li> <li>Trademarks-Introduction, Duration of registration, infringement and passing off, registered designs,</li> <li>Copyright- Introduction, remedy, Counterfeit goods and IP.</li> </ul>	

#### Suggested Reading:

- Vasant Desai, The Dynamics of Entrepreneurial Development And Management Entrepreneur, Planning For Future Sustainable Growth, Himalaya Publishing
- Poornima M.Charantimath, Entrepreneurship Development & Small Business Enterprises - Second Edition, Pearson
- A Sahay, V Sharma, Entrepreneurship and New Venture Creation, Excel Books

*Chhavi*

- Narayana R.,(2011), Entrepreneurship, Third Edition, Cengage Learning India Pvt. Ltd, NewDelhi.
- Paul T., (2010), Innovation Management and New Product Development, Fourth Edition, Pearson India Education Services Pvt. Ltd.
- Vasant Desai, Management of a small scale- industry, Himalaya Publishing
- Vasant Desai, Small scale industries and entrepreneurship , Himalaya Publishing