

Veer Narmad South Gujarat University

402 – Management of MSMEs

Course	402
Course Title	Management of MSMEs
Credit	3
Teaching per Week	3 hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> The purpose of the course would be to encourage self employment
Course Objective	<ul style="list-style-type: none"> To teach aspiring entrepreneurs/managers a way to deal with issues faced by small business owners. To make students understand the planning necessary to create a dynamic and effective business plan.
Course Outcome	<ul style="list-style-type: none"> To introduce the concept of MSME to the students The students would understand the management of MSMEs To explain the concept of protection of IPR and Role of MSME in the global market
Course Content	
Unit 1: Introduction to MSMEs	(35%)
<ul style="list-style-type: none"> Concept and definition of Micro, small and Medium enterprise, Evolution of MSME, Registration Process of MSMEs, Objectives and characteristics of MSME, Scope and trends of small enterprises in India Small Business - The Driving force for National Growth, Types of Enterprises. 	
Unit 2: Challenges and Opportunities of MSMEs	(35%)
<ul style="list-style-type: none"> Role and significance of MSMEs in economic development, Advantages, Challenges and Opportunities of MSMEs, Role of Government in promoting MSME in India, Policies for MSMEs 	
Unit 3: Managing Intellectual Property	(30%)
<ul style="list-style-type: none"> Introduction and types of Intellectual property, Patents Introduction, Expiry of patent and patent extensions, Trademarks-Introduction, Duration of registration, infringement and passing off, registered designs, Copyright- Introduction, remedy, Counterfeit goods and IP. 	

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

- 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