

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	The purpose of the course would be to encourage self employment
Course Objective	- 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	- 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%) - 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%) - 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%) - 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