

SEC		Small Business Management	T/P	C	H/W
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Objectives	<ul style="list-style-type: none"><li>➤ To understand the policy initiatives and infrastructural support for establishing a small scale enterprises</li><li>➤ To analyze the opportunities for starting a small enterprise.</li></ul>				
Unit-I	Small Scale enterprises–An Introduction and overview–Definition–Scope and importance – relative advantages of small scale enterprises vis - a – vis –Large and medium scale industries – Efforts to development of SSE- Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, agencies in entrepreneurship management and future of entrepreneurship.				
Unit-II	Policy and institutional infrastructure for small enterprises – Development agencies for small enterprise–small enterprises growth and environmental factors influency–funding agencies and their role in Developing SSE.- Meaning of entrepreneur, the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system.				
Unit-III	Establishing the small scale enterprises–opportunities scanning–Choice of enterprise–Market assessment for SSE–Choice of technology and selection of site–Financing then ew/small enterprise– Preparation of business plan–Ownership structure and organizational framework-Business ideas, methods of generating ideas, and opportunity recognition				
Unit-IV	Operating the small-scale enterprise – Financial management issues in SSE – Operation management issues in SSE – Marketing management issues in SSE- Importance of new venture financing, types of owner ship securities, venture capital, types of debt securities, Determining ideal debt-equity mix, and financial institutions and banks				
Unit-V	Performance appraisal and growth strategies – Management performance assessment and control–Growth and stabilization strategies for small enterprises – Managing family enterprises–Related Cases-Exit strategies for entrepreneurs, bankruptcy, and Succession and harvesting strategy				
Unit-VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.				
REFERENCES:					
Mathur S.P.(1979) <i>Economics of small-scale industries.</i>					
Siropolis.(1986) <i>Entrepreneurship and small Business Management</i>					
Vasant Desai.(1979) <i>Organization and management of small scale industries.</i>					
Outcomes	<ul style="list-style-type: none"><li>➤ The students should be able to find out a suitable idea for starting a small enterprise</li><li>➤ The student should be able to visualize the importance of small scale enterprises in economic development.</li></ul>				