



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3<sup>rd</sup> Semester

Functional Area Specialization: Entrepreneurship and Family Business

Subject Name: MSME & Startup (MSMES)

Subject Code: 4539263

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Identify and relate various opportunities available based on MSME start up schemes and their basic requirements.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Analyze a firm's internal environment, competitive environment, and firm's suitability/eligibility to tap the benefits of supports or fund available under different govt. schemes and initiatives.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Evaluate and recommend opportunities in the global markets for MSMEs and start-ups.</li> <li>Infer the distinguishing parameters of culture influencing start-ups.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>Debate and discuss social and ethical issues faced by MSMEs.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>Prepare a detailed simulation of setting up a start-up.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>Prepare a Detailed Project Report for setting up a start-up, along-with the requisite documentation.</li> </ul>

**LO – PO Mapping: Correlation Levels: 1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation**

Sub. Code: 4539263	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Identify and relate various opportunities available based on MSME start up schemes and their basic requirements.	3	3	1	1	-	2	-	3	3
LO2: Analyze a firm's internal environment, competitive environment, and firm's suitability/eligibility to tap the benefits of supports or fund available under different govt. schemes and initiatives.	3	3	3	2	-	3	1	3	2
LO3: Evaluate and recommend opportunities in the global markets for MSMEs and start-ups.	3	3	2	3	3	2	-	2	2
LO4: Infer the distinguishing parameters of culture influencing start-ups.	3	3	3	1	1	2	1	2	2
LO5: Debate and discuss social and ethical issues faced by MSMEs.	2	2	2	2	-	2	3	3	2
LO6: Prepare a detailed simulation of setting up a start-up.	2	3	1	3	-	1	-	2	2



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3<sup>rd</sup> Semester

Functional Area Specialization: Entrepreneurship and Family Business

Subject Name: MSME & Startup (MSMES)

Subject Code: 4539263

With effective  
from academic  
year 2018-19

LO7: Prepare a Detailed Project Report for setting up a start-up, along-with the requisite documentation.	2	3	1	3	-	3	-	3	2
---	---	---	---	---	---	---	---	---	---

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

### 3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<b>Introduction of MSME:</b> <ul style="list-style-type: none"> <li>Introduction of MSMED Act 2006</li> <li>Ministry of MSME</li> <li>MSME rules and regulations for Manufacturing Enterprises and service Enterprises (How to Set up new unit, arranging finance, unit development, export promotion)</li> <li>Overview of MSME sector in India</li> <li>Major Challenges faced by MSME in India.</li> </ul>	08	15
II	<b>Major Schemes for MSME:</b> <ul style="list-style-type: none"> <li>SME Division Schemes</li> <li>Development Commissioner (DC-MSME) Schemes</li> <li>National Small Industries Corporation (NSIC) Schemes</li> <li>ARI Division Schemes</li> <li>SIDBI Schemes</li> <li>NABARD Schemes</li> </ul> <b>Government of Gujarat supports in Funding, Mentoring and Incubation:</b> <ul style="list-style-type: none"> <li>Centre for Entrepreneurship Development</li> <li>Entrepreneurship Development Institute of India</li> <li>Gujarat Venture Finance Limited</li> <li>Centre for Innovation Incubation and Entrepreneurship</li> <li>Gujarat State Innovation council</li> <li>International Centre for Entrepreneurship and technology</li> </ul>	12	20
III	<b>Industries Commissionerate:</b> <ul style="list-style-type: none"> <li>Overview of Industries Commissionerate</li> <li>Functions of Industries Commissionerate</li> <li>Activities of Industries Commissionerate</li> </ul> <b>District Industry Centre (DIC):</b> <ul style="list-style-type: none"> <li>Overview of DICs</li> <li>Activities of DICs</li> <li>Functions of DICs</li> </ul>	12	20



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3<sup>rd</sup> Semester

Functional Area Specialization: Entrepreneurship and Family Business

Subject Name: MSME & Startup (MSMES)

Subject Code: 4539263

With effective  
from academic  
year 2018-19

	<b>Government Initiatives for Ease of Doing Business:</b> <ul style="list-style-type: none"> <li>Different schemes by government for EODB</li> <li>Various Initiatives taken by the government</li> <li>Reforms for Ease of doing business</li> </ul>		
IV	<b>Start-up India Schemes:</b> <ul style="list-style-type: none"> <li>Introduction of start-up India schemes</li> <li>Action plan of the scheme</li> <li>Rules and regulations / eligibility of the scheme</li> </ul> <b>EXIM Bank:</b> <ul style="list-style-type: none"> <li>Introduction of EXIM Bank</li> <li>Services provided under EXIM Bank</li> <li>Financial Products provided by the EXIM Bank</li> </ul>	08	15
V	<b>Practical:</b> Students should visit MSMEs and understand their challenges and opportunities, their operations and access to sources of funds.	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations
- Successful family business owners and managers can be invited frequently to share practical knowledge.

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	IIBF	Micro, Small and Medium Enterprises in India	Taxmann	2017
2	R. Srinivasan, C.P. Lodha	Strategic Marketing and Innovation for Indian MSMEs	Springer	2017
3		MSME Schemes	Government of India	Latest
4		Marketing Assistance Schemes	Government of India	Latest



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Master of Business Administration, 3<sup>rd</sup> Semester**  
**Functional Area Specialization: Entrepreneurship and Family Business**  
**Subject Name: MSME & Startup (MSMES)**  
**Subject Code: 4539263**

**With effective  
from academic  
year 2018-19**

<b>5</b>		Performance and Credit Rating Scheme for Micro & Small Enterprises	Government of India	Latest
----------	--	--	---------------------	--------

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

**7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.**

1. MSME Business - A Journal of Small Business and Enterprise
2. SEDME Journal
3. Journal of Managerial Economics
4. Business Standard
5. Economic & Political Weekly

**8. Links:**

<https://msme.gov.in/>  
<https://msme.gov.in/Media-and-press-release/e-book>  
<https://www.startupindia.gov.in/>  
<https://www.eximbankindia.in/>