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1. Name of Department : Business Management
2. Name of Programme: MBA
3. Semester: IVth
4. Name of Paper/Course: Management of Micro and Small Enterprises
5. Name of the Teacher: Dr. Sushil Kumar Singh

## **MBA IV-SEMESTER**

### **MGT-C-241: Management of Micro and Small Enterprises**

**Unit I : Introduction Small Business** :Meaning and Salient Characteristics, Importance of Small Business in the National Economy, Policy initiatives for Small Business Ownership Structure.

#### **Unit II**

Preparation of Project Report Feasibility Analysis of Project Report Tax benefits Incentives and Concessions.

#### **Unit III**

Financial Management Financial Planning Long-term Finance Working Capital Management Cash management Role of Financial Institutions.

#### **Unit IV**

Marketing Management Marketing Mix Market Segmentation Product Life Cycle Pricing Distribution Channels Export Promotion Institutional Support for Marketing and Export.

## Unit V

Human Resource Management Human Resource Planning Production Management Production Strategy Location Strategy Plant Design and Lay- out.

### Suggested Readings:

- Malhotra & Gupta: Management of Small-Scale Industries, Galgotia Publishing Company, New Delhi, 2008.
- Vasant Desai: Management of Small-Scale industries, Himalaya Publishing House, Mumbai, 2009.
- Francis Cherunilam: Business and Government, Himalaya Publishing house, Mumbai, 2009.

### Suggested Link for downloading e-Contents from the given links/sources as under:

**Unit 1 : Introduction Small Business** :Meaning and Salient Characteristics, Importance of Small Business in the National Economy, Policy initiatives for Small Business Ownership Structure.

e-PGPATHSHALA

<http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>

<http://egyankosh.ac.in/>

<http://www.ignouhelp.in/ignou-ms-93-study-material/>

**Unit 2:** Preparation of Project Report Feasibility Analysis of Project Report Tax benefits Incentives and Concessions.

<http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>

<http://egyankosh.ac.in/>

<http://www.ignouhelp.in/ignou-ms-93-study-material/>

**Unit-III:** Financial Management Financial Planning Long-term Finance Working Capital Management Cash management Role of Financial Institutions.

<http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>

<http://egyankosh.ac.in/>

<http://www.ignouhelp.in/ignou-ms-93-study-material/>

**Unit-IV:** Marketing Management Marketing Mix Market Segmentation Product Life Cycle Pricing Distribution Channels Export Promotion Institutional Support for Marketing and Export.

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**Unit-V:** Human Resource Management Human Resource Planning Production Management Production Strategy Location Strategy Plant Design and Lay- out.

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