VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Evening)

(With Effect From July 2002)

Semester – V

Optional Courses

7. Small Business & Entrepreneurship Management Group

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>OSB 501</td>
<td>Government Business Interface</td>
</tr>
<tr>
<td>OSB 502</td>
<td>Small Business Marketing</td>
</tr>
<tr>
<td>OSB 503</td>
<td>Financing of Small Business</td>
</tr>
<tr>
<td>OSB 504</td>
<td>New Enterprise Management</td>
</tr>
<tr>
<td>OSB 505</td>
<td>Entrepreneurial Development</td>
</tr>
</tbody>
</table>
Objectives:

The objective of the course is to highlight the need for strong interaction between government and business in India so that the resources are channelised to priority sectors and the firms are induced to enter into a competitive environment specifically created for them by government.

Course Contents:

State Participation in Business, Interaction between Government, Business and Different Chambers of Commerce and Industry in India; Public Distribution System; Government Control over Price and Distribution; Consumer Protection Act (CPA) and The Role of Voluntary Organizations in Protecting Consumer’s Rights; Industrial Policy Resolution, New Industrial Policy of the Government; Concentration of Economic Power; Role of Multinationals, Foreign Capital and Foreign Collaborations; Indian Planning System; Government Policy Concerning Development of Backward Areas/Regions; Government Policy with Regard to Export Promotion and Import Substitution; Controller of Capital Issues. Government’s Policy with Regards to Small Scale Industries. The responsibilities of the Business as well as the Government to Protect the Environment; Government Clearance for Establishing a New Enterprise.

Suggested Readings:


The list of cases and specific references including recent articles will be announced in the class at the time of launching of course.
Objectives:

The objective of this course is to develop in-depth analysis for better understanding of the nature of competition in changing business environment.

Course Contents:

Basis for Competition; Structural analysis of Industries; Generic competitive Strategies; Framework for Competition Analysis; Market Signals; Competitive Moves; Technology of Competitive Advantage; Strategy towards Buyers and Suppliers; Strategic Groups within Industries; Competitive Strategy in Declining Industries; Competitive Strategy in Global Industries; Strategic Analysis of Integration Capacity Expansion; Strategies of Entering into New Businesses; Portfolio Techniques in Competitor Analysis; Techniques of Conduction Industry Analysis.

Suggested Readings:


The list of cases and specific references including recent articles will be announced at the time of launching of course.
Objectives:

The objective of the course is to familiarise the participants with the various modes of Small Business Financing.

Course Contents:


Suggested Readings:


The list of cases and specific references including recent articles will be announced in the class at the time of launching of course.
NEW ENTERPRISE MANAGEMENT

Objectives:

The objective of this course is to expose the students to the managerial aspects of new enterprise and to help them to understand the working of these enterprises and to measure and evaluate their performance and efficiency.

Course Contents:

Entrepreneurship and its role in economic development. Problems of industrialization in underdeveloped countries with special reference to India. Industrial policy, Regulation and control of Industries in India; Mechanics of setting of new enterprises-size and location, optimum units-its meaning and determinants; size of industrial units in India. Theory of industrial location factors determining the industrial location. Regional distribution of industrial activity in India; Recent trends in the localisation of industrial activity in India: Regional planning of industrial activity in India; Feasibility studies: technical, marketing and financial; Managerial problems of new enterprises; production purchasing, Financing labour and marketing problems Facilities provided by different Institutions and Agencies in India, financing facilities for new enterprises, marketing and other facilities.

Suggested Readings:


The list of cases and specific references including recent articles will be announced in the class at the time of launching of course.
Objectives:
The objective of this course is to expose the students to the growth of entrepreneurship in developing countries with special references to India.

Course Contents:
Entrepreneurial traits, types and significance; Definitions, characteristics of Entrepreneurial types, Qualities and functions of entrepreneurs, Role and importance of entrepreneur in economic growth. Competing theories of entrepreneurship; Entrepreneurial Development Programme in India – History, Support, Objectives, stages of performances; Planning and EDP – objectives. Target group, selection of centre, pre-training work; Govt. Policy towards SSI’s; Entrepreneurial Input; Entrepreneurial Behaviours and entrepreneurial motivation. N-Achievement and management success, Entrepreneurial success in rural area. Innovation and entrepreneur; Establishing Entrepreneurs System. Search for business idea, sources of ideas, idea processing, input requirements: Sources and criteria of financing, fixed and working capital assessment; Technical assistance, marketing assistance, sickness of units and remedial assistance; Preparation of feasibility reports and legal formalities and documentation.

Suggested Readings:

The list of cases and specific references including recent articles will be announced in the class at the time of launching of course.