

Course No. 604
Marks – 80

SMALL BUSINESS MANAGEMENT(SBMT XXIV)

Hours: 40

Objective: This paper aims to develop exposure of the students about various activities, problems and decisions involved in doing small business.

Course Contents:

- Unit I:** Small Business – Micro and small enterprise – concept, definition, characteristics and rationale. Relationship between large and small enterprise. Different types of micro and small enterprise and their distinctive characteristics. Role of small business – a brief global perspective with special reference to Indian economy. Features of Micro, small and medium enterprise Act 2006, governing the promotion and management of Micro and small enterprise in India. Industrial policies of the Central and state Govt. governing the promotion and management of Micro and small enterprise in N. E. India with special reference to Assam
20: 10 hrs
- Unit II:** Production and operations Management – plant location, plant layout, product design, production planning and control. Quality control, technology for small business.
20: 10 hrs
- Unit III:** Financial Management – nature of financial requirement for small enterprises - fixed and working capital – concepts and their sources. Working capital – meaning, operating cycles, significance, determinants and assessment of working capital requirement – simple practical problem solution relating to small business.
20: 10 hrs
- Unit IV:** Marketing Management – the concept of marketing, nature of marketing problem faced by micro and small enterprises. Market information, market assessment, market segmentation, marketing mix, product branding and packaging, pricing policy, channels of distribution for different types of product including ancillarization. Sales promotion – salesmanship and advertisement – different types and their characteristics.
20: 10 hrs

Text and Reference Books:

1. Desai Vasant: Dynamics of Entrepreneurship Development and Management.
 2. Khanka S. S.: Entrepreneurial Development.
 3. Khandelwal N. M: Working Capital Management in Small Scale Industries.
 4. Shukla M. B.: Entrepreneurship and Small business Management.
- Deb Rana Bijoy: Small Business Management: Principles and Practices