**B. COM.**

**SEMESTER I**

**Management of Micro, Small and Medium Enterprises (GE 1)**

**(100 Marks- 60 Lectures)**

**OBJECTIVE: To motivate the students to be self employed. From the syllabus they will get theoretical knowledge on how to start an enterprise of their own. Practical knowledge can be obtained through assignments on various units from the syllabus.**

**UNIT I Steps in Setting-up a MSME (30 Marks-20 lectures)**

Concept  of MSME, definition of MSME in India, Characteristics of MSMEs Evolution of MSME, Role and significance of MSMEs in economic development, Challenges and opportunities of MSME in India

a) Selection of a product –factors to be considered while selecting a product

b) Preparation of project report

c) Selection of form of ownership-meaning of Sole proprietorship, Partnership, Company, HUF, Co-operative society and factors to be considered for selection of form of ownership.

d) Selection of site-factors to be considered and different sites available

e) Designing capital structure-factors to be considered

f) Quotation for machinery or equipment

g) Provisional Registration of SSI- procedure in detail and its importance

h) Obtaining NOC and other statutory licenses from pollution board, food and drug department, municipality, health, factories and boilers.

i) Apply for power/water connection

j) Recruitment, Selection and Training of staff an overview

K) Procurement of inputs

l) Trial and commencement of commercial production.

m) Permanent registration-procedure in detail and its importance

**UNIT II Functional areas of Management (25 Marks-15 lectures)**

a) Production management: factors influencing choice of technology.

Material management- Purchasing- need and importance, Inventory Control-need and importance.

b) Marketing Management: factors affecting choice of channels, Problems faced by SSI units and remedies to overcome the problems.

c) Financial Management: Fixed and Working capital- factors considered, sources and management of fixed and working capital. Problems faced by SSI units.

d) Man power requirements- unskilled, semi-skilled, skilled, contract and casual workers. Sources of recruitment in SSI units, problems faced(labour turnover, labour absenteeism, labour shortage, maintenance of workers).

**UNIT III Institutional Support to Entrepreneurs and Industrial Sickness**

**(25 Marks-15 lectures)**

SIDO, MSMEDI, NSIC, GIDC, EDC, DIC, GHRSSIDC, KVIC, EDI-India, NIESBUD, SIDBI, SFC, DRDA, GCCI and commercial banks (objectives, functions/schemes)

Meaning, Need and Issues of Incentives. Incentives and Subsidies offered by Government of Goa and incentives and subsidies offered by Central Government. PMRY scheme, CMRY scheme, Seed Capital Assistance Scheme, Horticulture kiosk scheme in brief.

Industrial Sickness-Meaning, Symptoms, Causes, Consequences of Industrial Sickness, Remedial measures taken including government’s role.

**UNIT IV Social Responsibilities of Entrepreneurs (20 Marks- 10 lectures)**

Social responsibilities of entrepreneurs- towards owners, employees, shareholders, customers, government, suppliers, competitors, society and environment. Arguments for and against social responsibilities

**References:**

1. Desai, Vasant. *Dynamics of Entrepreneurship Development*
2. Kale, Ahmed. *Industrial Organisation and Management*
3. Mascarenhas, Romeo. *Entrepreneurship Management,* Vipul Prakashan
4. Paul, Jose & Kumar Ajith. *Entrepreneurship Development and Management.* Himalaya publishing house
5. Khanka, S.S. *Entrepreneurial Development.* Sultan Chand publication
6. Gordon, Natarajan. *Entrepreneurship Development.* Himalaya publishing house
7. Gupta, C.B., Srinivasan.  *Entrepreneurial Development.* Sultan Chand
8. Pednekar, Achut P. *Entrepreneurship Management.* Himalaya publishing house