



बिरसा मुंडा द्रायबल युनिवर्सिटी Birsā Mūṇḁā Drāyabhal Yūnīvārsīṭī

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce M.Com. Programme

Subject Code & Name: MC01SECC02: Small Business Management -I

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
2	0	0	2	25	0	25	0

Programme Name	M.Com
Semester	1
Course Code	MC01SECC02
Course Title	Small Business Management -I
Course Content Type (Th./Pr.)	Theory
Course Credit	2
Sessions+ Lab. Per Week	N/A
Total Teaching/Lab. Hours	30 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

1. Understand the nature, role, and importance of small businesses in the economy.
2. Identify opportunities and challenges involved in starting and managing a small business.
3. Develop skills for planning, organizing, and operating small business enterprises.
4. Apply basic principles of marketing, finance, and human resource management in small businesses.
5. Analyze financial statements and manage resources effectively for business growth.
6. Understand legal, regulatory, and ethical requirements related to small business operations.
7. Use problem-solving and decision-making techniques to address business challenges.
8. Prepare strategies for sustainable growth and long-term success of small enterprises.

Prerequisites (if any)

Learning Outcomes





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School of Commerce

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After completing the course, students will be able to:

1. Explain the concepts, characteristics, and significance of small businesses.
2. Identify and evaluate opportunities for establishing small business ventures.
3. Prepare business plans and operational strategies for small enterprises.
4. Apply marketing, financial, and managerial principles in small business operations.
5. Analyze business performance using basic financial and management tools.
6. Manage resources effectively to improve productivity and profitability.
7. Demonstrate entrepreneurial and managerial skills for successful small business management.

Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	BUSINESS: ITS NATURE AND SCOPE ➤ Meaning of Business ➤ Characteristics of Business ➤ Distinction between Business, Profession and Service ➤ Components of Business: Industry, Commerce, Trade ➤ Auxiliaries to Trade, ➤ Inter-Relationship between Industry, Commerce and Trade ➤ Requisites of Success in Business	15
II	MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) ➤ Meaning of MSMEs in Historical Perspective ➤ New Definition of Micro Small and Medium Enterprises (MSMEs) ➤ Salient Characteristics of MSMEs ➤ Relationship between Micro and Macro Enterprises ➤ Benefits of Micro and Small Enterprises ➤ Objectives of Micro and Small Enterprises ➤ Role of Micro and Small Enterprises in Economic Development ➤ Problems of Micro and Small Enterprises	15
Text Book(s)		
1.		
Reference Books		



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1. Small-Scale Industries and Entrepreneurship: Vasant Desai
2. Entrepreneurship & Small Business Management: Dr. C B Gupta & Dr. S S Khanka
3. Entrepreneurship Development in India: C.B. Gupta and N.P. Srinivasan
4. Management of small scale industries: R.K. Khan, Sultanchand Sons.
5. Sickness in small scale industries: Reddy & Reddy, Himalaya.

Web Resources

1. https://baou.edu.in/assets/pdf/BCPDA210_slm.pdf

Required Software(s) (if any)

Practical(s) (if any)

L:: Lecture, **T::** Tutorial, **P::** Practical

CCE:: Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/surprised), attendance etc. or any combination of these)

PWE:: Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE:: Semester End Evaluation