

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

## **MASTER OF BUSINESS ADMINISTRATION**

**(Full Time)**

**(With Effect From July 2002)**

**Semester – III**

### ***Optional Courses***

#### **7. Small Business & Entrepreneurship Management Group**

OSB 301	Government Business Interface
OSB 302	Small Business Marketing
OSB 303	Financing of Small Business
OSB 304	New Enterprise Management
OSB 305	Entrepreneurial Development

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**MBA (Full Time)**

**Semester – III**

**SMALL BUSINESS AND ENTREPRENEURSHIP MANAGEMENT GROUP**

**OSB 301**

## **Government Business Interface**

### **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:**

1. Amarchand, D. Government and Business. 3<sup>rd</sup> ed. New Delhi, Tata McGraw till, 1996.
2. Cherunilam, Francis. Business and Government. 8<sup>th</sup> ed. Bombay, Himalaya, 1995.
3. Dasgupta A. and Sengupta, N. Government and Business New Delhi, Vikas, 1987.
4. Marathe, Sharad S. Regulation and Development. New Delhi, Sage, 1986.
5. Trivedi, M L. Government and Business. Bombay, Multitech, 19880.

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

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**OSB 302**

## **Small Business Marketing**

### **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:**

1. Albert, Kenneth J. The Strategic Management Handbook. New York, McGraw Hill, 1983.
2. Allio, Robert J. The Practical Strategist: Business and Corporate Strategy in the 1990s. California, Ballinger, 1988.
3. Ansoff, H I. Implanting Strategic Management. Englewood Cliffs, Prentice Hall Inc., 1984.
4. Harnel, Gary and Prahlad, C K. Competing for the future. Boston, Harvard Business School Press, 1994.
5. Hax, A C and Majlyf, N S. Readings in Strategic Management. Cambridge, Ballinger, 1984.
6. Porter, Michael E. Competitive Advantage. New York, Free Press, 1985.
7. Stalk, George. Competing Against Time. New York, Free Press, 1990.

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**OSB 303**

## **Financing of Small Business**

### **Objectives:**

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

### **Course Contents:**

Financial Management in Small Industries; Financial needs of Small Business – types of capital requirements: Cash Management Problems; Sources of finance for small business in India: Indigenous bankers, public deposits, State Finance Corporations, Industrial Co – operatives adequacy and appropriateness of funds from banking and non-banking financial intermediaries; Monetary Policy of the Reserve Bank of India for Small Business; Financial Assistance form the Central and State Governments. Small Scale Industries and Financial Allocation and Utilization under Five Year Plans – a Critical Appraisal.

### **Suggested Readings:**

1. Bhalla, V.K. Financial Management and Policy 2<sup>nd</sup> ed. New Delhi, Anmol 1998.
2. Bhattacharya C D. Public Sector Enterprises in India. Allahabad, Kitab Mahal, 1990.
3. Desai, Vasant. Small Scale Industries and Entrepreneurship. Bombay, Himalaya, 1995.
4. Pickle, Hal B and Abrahamjon, Royee L. Small Business Management. 5<sup>th</sup> ed. New York, John Wiley, 1990.
5. Schumacher, E F. Small is Beautiful, New Delhi, Rupa, 1990.
6. Staley, E and Morsay, R. Small Scale Industries in the Developing Countries. New York, McGraw Hill.
7. Vepa, Ram N. How to Success in Small Industry. New Delhi, Vikas, 1984.

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**OSB 304**

## **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:**

1. Caticts A Dalley: Entrepreneurial Management Going All out for Results (McGraw Hill, 1971).
2. Clelland, D.C. and D.G. Winer: Motivating Economic Achievement (New York 1969).
3. Srucker, Peter. Innovation and Entrepreneurship. East – West Press (P) Ltd., 1992.
4. F.M. Harbison: Entrepreneurial Organizations a factor in Economic Development, Quarterly journal in Economics August, 1952.
5. Gupta, C B and Srinivasan. Entrepreneurial Development in India. New Delhi, Sultan Chand, 1997.
6. Hisrich, Robert D and Petors, Micheal P. Entrepreneurship: Starting, Developing and Managing a New Enterprise. 3<sup>rd</sup> ed. Chicago, Irwin, 1995.
7. Holt, David H. Entrepreneurship – New Venture Creation. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992

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**OSB 305**

## **Entrepreneurial Development**

### **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:**

1. Clifton, Davis S and Fyfe, David E. "Project Feasibility Analysis". 1977 John Wiley, New York.
2. Desai, A. N. "Entrepreneur & Environment ". 1990. Ashish, New Delhi.
3. Drucker, Peter, "Innovation and Entrepreneurship". 1985. Heinemann, London.
4. Jain Rajiv. "Planning a Small Scale Industry. A Guide to Entrepreneurs" . 1984. S.S. Books, Delhi.
5. Kumar, S A. "Entrepreneurship in Small Industry". 1990. Discovery, New Delhi.
6. McClelland, D C and Winter, W G. "Motivating Economic Achievement". 1969. Free Press, New York.
7. Pareek, Udai and Venkateswara Rao, T. "Developing Entrepreneurship – A Handbook on Learning Systems". 1978. Learning Systems, Delhi.

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