

DEPARTMENT OF BUSINESS ADMINISTRATION**ABUSVAC01- Small Business Management****Learning Objectives**

The objectives of this course is

To impart knowledge in project management tools and techniques practiced in a project.

To provide exposure in the methods adopted in identifying a new project and to know the difference between pre-feasibility and feasibility study.

To understand the role of entrepreneur in the Indian context and to expose to the importance of small scale industry.

Course Outcomes

Upon completion of the course, students will be able to

- Generate new methods to identify a project.
- Analyse the project organization structure.
- Critically evaluate the reasons for the sickness in small scale industry

Unit I Project Planning

Definition of project – Classifications of projects – Importance – Scope – Project Identification – Idea generation and Screening – Project selection and Planning – Project Formulation – Project life cycle – Project Organisation – Roles and Responsibilities of project manager – Managing project team.

Unit II Project Feasibility and Project Finance and Evaluation

Pre-feasibility study – Market and Demand analysis – Feasibility Study: Technical – Commercial – Environmental – Socio economic – Managerial and Financial analysis – Detailed Project Report – Resource Survey – Selection of plant location – Project contracts – Insurance for projects – Project Implementation.

Estimating project time and cost – Cost of capital – Source of finance – Cost control – Project Scheduling and Monitoring – Project Information System and Documents – Project Report – Social Cost Benefit Analysis – Project Evaluation and Performance Review Techniques.

Unit III Introduction to Entrepreneur Definition – Concept – Classification and types of entrepreneurs – Entrepreneurial Traits – Need and Important – Roles and Responsibilities of Entrepreneurs in Indian business context – Entrepreneurial Motivation – Entrepreneurial Development Programme: Role and objectives of the programme – Contents – Institutions aiding Entrepreneurs – Central and State level Institutions.

Unit IV Entrepreneurship Environment and Challenges

Entrepreneurship environment: Social – Cultural – Political – Natural – Geographic – Technological – Economic Environment and its impact on Entrepreneurship – Factors affecting entrepreneurial growth – Globalization and its challenges – Steps to face global challenges – Strategies for the development of women entrepreneurs.

Unit V Small Business Management

Small Enterprises – Definition – Classification – Characteristics – Ownership Structures – Steps involved in setting up a small business – Identifying and selecting a good Business opportunity – Market potential analysis – Marketing methods: Pricing and Distribution methods. Sickness in small Business: Concept – Magnitude – Causes and Consequences – Corrective Measures – Government Policy on Small Scale Enterprises – Growth Strategies in small industry: Expansion – Diversification – Joint Venture – Merger and Sub Contracting.

Text Books:

Clifford, F. Gray and E.W.Larson. Project management, Tata Mcgraw hill, New Delhi, 2007.

Khanka.S.S. Entrepreneurial Development, S.Chand and company, New Delhi, 2008.

Nagarajan.K. Project Management, New Age International publishers, New Delhi, 2007.