

PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Planning, Structuring and Financing Small Business
COURSE CODE	04MB0327
COURSE CREDITS	03
COURSE DURATION	42 Hrs (42 sessions of 60 minutes each)

COURSE OUTCOMES:

- ❖ Analyze the core concepts of entrepreneurship
- ❖ Gain knowledge of essential factors for starting a new business
- ❖ Understand the process of business formulation and management
- ❖ Comprehend the financial aspects for funding the business
- ❖ Evaluate the role of effective planning for successful running of business

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Planning Small Business: Entrepreneurship – meaning, definition and forms, Management and survival, Entrepreneurship development, Environment of small business management, small business management process vs. Large business management process, Strategy formulation and implementation in small business	08
II	Identifying business opportunities: Feasibility study, Market survey and research, Business plan formulation, Components of a business plan – executive summary, business description, industry analysis and trends, target market, competition, strategic position and risk assessment, marketing plan and sales strategy, technology plan, management and organisation, financial aspects, Preparing a successful business plan	08
III	Structuring the Business: Determining the resources required, Compliance with legal requirements, Framework of marketing management, Product development, Pricing and promotion strategies, Framework of human resource management, Strategies for competition, Promotional activities for small business, Inventory management	10
IV	Financing the Business: Pattern of financing and risk management, Raising finance for business, Various forms of financing – scope, advantages and limitations, Venture capital and private equity	10
V	Financial planning and control: Financial health analysis, financial projections, Working capital management in small entities	06

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Quizzes / Class Participation etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
Textbooks:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T1	Desai, Desai Vasant	Small Industrial Organisation and Management	Himalaya Publishing House	2011
T2	Holt H., David	Entrepreneurship: New Venture Creation	Pearson Education	2017
T3	Katz, Jerome and Richard, Green	Entrepreneurial Small Business	McGraw Hill Education	2015

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	Leach J. Chris, Melicher W. Ronald	Entrepreneurial Finance	Cengage Learning, New Delhi	2016
R-02	Kumar Arya	Entrepreneurship: Creating and Leading an Entrepreneurial organisation	Pearson Education	2017
R-03	Drucker, Peter	Innovation and Entrepreneurship	Tata Mc Graw Hill	2010
R-04	Longenecker, Moore, Petty and Palich	Managing Small Business	Cengage Learning, India Edition	2013
R-05	Poornima M. Charantimath	Entrepreneurial Development and Small Business Enterprises	Pearson Education	2018