

B.A. (VS) Small and Medium Enterprises
Semester V
DISCIPLINE SPECIFIC CORE COURSE -6.1 (DSC-6.1)

Contemporary Environment of MSMEs

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Contemporary Environment of MSMEs (DSC-6.1)	4	3	1	-	12 th Pass	Nil

Learning Objectives: The objectives of the paper are to:

1. understand the impact of LPG in MSMEs.
2. learn the general provisions of MSMEs Act, 2006 and also learn the procedure for filing the memorandum (Udyam Registration).
3. know the evolution of entrepreneurship in rural India, entrepreneurial competencies, challenges for rural entrepreneurs, framework for rural youth empowerment through entrepreneurship, and the Government and legislative intervention in promoting rural entrepreneurship.
4. comprehend the role, challenges and opportunities for Women Entrepreneurship and to know various livelihood supports for women employment opportunities.
5. explore the opportunities and challenges for small businesses aspiring for creating international business.

Learning Outcomes:

After completion of the course, learners will be able to:

1. explain the impact of LPG in MSMEs.
2. appraise the general provisions of MSMEs Act, 2006 and also learn the procedure for filing the memorandum (Udyam Registration).
3. describe the evolution of entrepreneurship in rural India, entrepreneurial competencies, challenges for rural entrepreneurs, framework for rural youth empowerment through entrepreneurship, and the Government and legislative intervention in promoting rural entrepreneurship.
4. examine the role, challenges and opportunities for Women Entrepreneurship and to know various livelihood supports for women Employment opportunities.
5. identify the opportunities and challenges for small businesses aspiring for creating international business.

Unit 1: Introduction**7 Hours**

Impact of Liberalization, Privatization and Globalization on Contribution of MSMEs in economic development of India, MSME competitiveness, Lean manufacturing for MSMEs' competitiveness, Need and Indicators for professional management of small business in India, Branding and Marketing Strategies for MSMEs, Advantages of SMEs in managing quality control, social responsibilities of small business owners.

Unit 2: MSME Development Act, 2006**8 Hours**

Meaning of MSMEs, Advantages and Disadvantages, the MSME Development Act 2006: salient features, objectives, Definitions/Classification of MSME (both, manufacturing and services), Procedure for filing the memorandum (Udyam Registration), Overview and Performance of MSMEs. Programme and Policies for MSMEs.

Unit 3: Rural Entrepreneurship**9 Hours**

Rural Entrepreneurship, Evolution of Entrepreneurship in Rural India, Types of Rural Entrepreneurship, Entrepreneurial Competencies, Challenges for rural entrepreneurs, Importance of rural entrepreneurship, Framework for rural youth empowerment through entrepreneurship, Government and legislative intervention in promoting rural entrepreneurship: Skill India, Ease of Doing Business, KVIC and MSME-Development Institutes, Small Industries Credit and SIDBI.

Unit 4: Women Entrepreneurship**9 Hours**

Concept, Significance of women entrepreneurship, Factors contributing to women entrepreneurship, Features, Challenges faced by women entrepreneurs, Growth of Women Entrepreneurship, Entrepreneurship in sectors like Agriculture, Tourism, Health care, Transport and allied services, Achievements of Women Entrepreneurs, Women Employment Opportunities: Rural Credit and SHGs.

Unit 5: International Entrepreneurship**12 Hours**

Nature of international entrepreneurship, Importance of international business to the firm, International Vs Domestic entrepreneurship, Stages of economic development, Institutional support for new ventures: Supporting Organizations, Incentives and Facilities, Financial Institutions and Small Businesses, Political, Legal, Cultural and Technological Environment, Strategic issues in International Entrepreneurship, WTO regime: GATT, GATS; Barriers to International Trade- Protectionism, Regional Trade Blocs; Entrepreneurial entry into International Business: Exporting, Licensing, Turnkey projects, Joint Ventures, Management Contracts, and Foreign Investment.

Exercises:

The learners are required to:

1. critically evaluate the impact of LPG on MSMEs. (Unit 1)

2. assess the provisions of MSMEs Act, 2006 and give suggestions if any of the provisions of the Act require immediate revision. (Unit 2)
3. explain, how the rural entrepreneurship can contribute to the economic development of our country. (Unit 3)
4. assess role of ministries in promoting and developing MSMEs. (Unit 3)
5. explain the role and significance of women entrepreneurship. Also explain the steps that government should take to promote women entrepreneurs in India. (Unit 4)
6. compare the domestic business environment with the international business environment. (Unit 5)

Suggested Readings:

- Baumbach, C. M., & Mancuso, J. R. (1987). *Entrepreneurship and Venture Management*. Prentice Hall. (Units I to V)
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2018). *International Business: Environments & Operations*. Pearson. (Units I to V)
- Drucker, P. F. (2006). *Innovation and Entrepreneurship*. Harper Collins. (Units I to V)
- Hisrich, R. D., Pters, M. P., & Shepherd, D. A. (2018). *Entrepreneurship*. McGraw-Hill. (Units I to V)
- Khanka, S. S., & Gupta, C. B. (2022). *Entrepreneurship and Small Business Management*. Sultan Chand & Sons. (Units I to V)
- Sexton, D. L., & Smilor, R. W. (1986). *The Art and Science of Entrepreneurship*. Ballinger Pub. Co.

Additional Resources:

- Annual Report (Latest), Ministry of Micro, Small and Mediums Enterprises.
- FICCI-Grant Thornton Report India, (2013) “Integrating MSMEs with global value chain”, <http://www.ficci.com/spdocument/20249/Grant-Thornton-FICCI-report.pdf>
- Ravi S., (2009) “Entrepreneurship Development in Micro Small and Medium Enterprise Sector in India”, http://www.isb.edu/faculty/shamika/MSME%20chapter_Shamika%20Ravi.PDF
- www.msme.gov.in
- www.dcmsme.gov.in
- www.rbi.org.in
- www.crisil.com

Notes:

3. **Suggested readings shall be updated and uploaded on the college website from time to time.**
4. **Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Small and Medium Enterprises
Semester VI
DISCIPLINE SPECIFIC CORE COURSE -6.2 (DSC-6.2)

Management Accounting

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Management Accounting (DSC-6.2)	4	3	1	-	12 th Pass	Nil

Learning Objective: The course aims to enable students to acquire knowledge of concepts, methods and techniques of management accounting for the purpose of managerial planning, control and decision making.

Learning Outcomes: After completion of the course, learners will be able to:

1. examine the conceptual framework of Management Accounting and identify the differences between various forms of accounting.
2. analyse budgetary control system as a tool of managerial planning and control
3. evaluate the standard costing system as a tool of managerial control.
4. recognise the concept of marginal costing and cost-volume-profit analysis.
5. analyse techniques of decision making.
6. discuss the concept of responsibility accounting and performance measurement.

Unit1: Introduction to Management Accounting

4 Hours

Meaning, objectives, nature and scope of management accounting, Difference between different forms of accounting- Cost, Financial and Management accounting, Cost control and Cost reduction.

Unit 2: Budgetary Control and Standard Costing Systems

18 Hours

- (a) **Budgeting and Budgetary Control:** Concept of budget, budgeting and budgetary control; objectives, merits and limitations; Functional Budgets; Fixed and Flexible budgeting; An overview of different approaches to budgeting (Zero base budgeting, Performance budgeting and Programme budgeting)
- (b) **Standard Costing and Variance Analysis:** Meaning of standard cost and standard costing; advantages, limitations and applications; Variance Analysis–material, labour, overheads and sales variances. Control ratios.

Unit 3: Marginal Costing**9 Hours**

Concept of marginal cost and marginal costing; Absorption versus Variable Costing: Distinctive features and income determination; Cost-volume-profit analysis; Break-even Analysis-Statements, mathematical and graphical approaches; Profit-volume ratio, angle of incidence, margin of safety, key factor, determination of cost indifference point.

Unit 4: Decision Making**9 Hours**

Steps in Decision making process. Concept of relevant costs. Solving various short -term decision making problems using marginal costing and differential costing techniques – Profitable product mix, Acceptance or rejection of special/ export offers, Make or buy, Addition or elimination of a product line, sell or process further, operate or shut down and Pricing decisions.

Unit 5: Performance Measurement**5 Hours**

Responsibility Accounting: Concept, Significance, Different Responsibility Centres; Divisional Performance Measurement: Financial and Non-Financial measures;

Note: Spread sheet may be used for doing basic calculations in Management Accounting and giving students subject related assignments for their internal assessment purposes.

Exercises:

The learners are required to:

1. discuss differences between various forms of accounting.
2. prepare different types of budgets.
3. apply the concept of zero base budgeting on a select firm by collecting relevant data.
4. visit any manufacturing unit and study the relevance of marginal costing.
5. compute variances and perform analysis.
6. perform cost-volume-profit analysis.
7. compute the foreign export sales price for a domestic firm engaged in manufacturing goods/services.
8. evaluate various decision-making techniques using case studies.
9. identify the responsibility centres of a pharmaceutical industry.
10. discuss case studies on divisional performance measurement.

Suggested Readings:

- Arora, M. N. (2022). *Management Accounting*. New Delhi; Himalaya Publishing House.
- Goel, R. K., & Goel, I. (2019). *Concept Building Approach to Management Accounting for B.Com(Hons.)*. Cengage.
- Maheshwari, S. N., & Mittal, S. N. (2019). *Management Accounting*. New Delhi; Shri Mahabir Book Depot.
- Singh, Surender. (2023). *Management Accounting*. New Delhi; PHI Learning Pvt. Limited.
- Singh, S. K. and Gupta, L. (2010). *Management Accounting: Theory and Practice*. New Delhi; A.K. Publications.
- Tulsian, P. C. & Tulsian, B. (2015). *Advanced Management Accounting*. New Delhi; S. Chand.

Additional Readings:

- Drury, Colin. (2007). *Management and Cost Accounting*. Thomson Learning.
- Horngren, Charles T., George Foster and Srikant M. Dattar. (2008). *Cost Accounting: A Managerial Emphasis*. New Delhi; Prentice Hall of India Ltd.
- Khan, M. Y. and Jain, P. K. (2021). *Management Accounting*. New Delhi; Tata McGraw Hill Publishing Co.
- Usry, Milton E. and Lawrence H. Hammer. (1988). *Cost Accounting: Planning and Control*. South Western Publishing Co.

Notes:

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B.A. (VS) Small and Medium Enterprises
Semester VI
DISCIPLINE SPECIFIC CORE COURSE - DSC-6.3

DIGITAL ECONOMY

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical	Eligibility criteria	Pre-requisite of the course
Digital Economy (DSC-6.3)	4	3	1	0	Class XII	Nil

Learning Objectives: The course aims to familiarise the student with the economics of the digital goods and services, characterized by transient market behaviour, feedback mechanisms, international impact, global markets, many stakeholders, and technological dependencies never seen in any markets before. It will cover the complex ecosystem, logic of the structures of the digital economy and its outcomes - such as powerful companies & non-monetary pricing, ethical and legal aspects & insights into digital consumer behaviour.

Learning Outcomes: After completion of the course, learners will be able to:

- explain the structural peculiarities of the digital economy and the consequences for market structures and market outcomes.
- develop expedient solutions by identifying structural incentives using prevalent economic models and concepts.
- examine structural incentives underlying the digital economy and its alterations to achieve different outcomes.
- identify ethically desirable states and behaviours and examine how to achieve these via adequate incentive structures.
- explain the logic underlying global efforts to regulate the digital economy
- appraise the consequences and ethical implications of various business models and behaviours in the digital economy.

Unit 1: Introduction to the digital economy: Evolution and digital economy eco-system, digital goods and services, production and value creation models. (10 hours)

Unit 2: Fundamentals of digital economics: multi-sided platforms, network effects and positive feedbacks, path dependence, lock-in and switching costs, formation of monopolies in the digital economy, the “long tail”. (13 hours)

Unit 3: Digital markets: Stakeholders and relationships in digital markets, the layered internet model, competition, cooperation, and cooptation;
 Digital business, strategy and innovation: Digital innovations, Business models, Strategic positioning. (12 hours)

Unit 4: Some legal developments: Digital Markets Act, Digital Services Act; Ethical challenges in the digital economy; challenges for the Digital payment systems, Challenges for society, Challenges for ethics. (10 hours)

Practical Exercises:

The learners are required to:

1. make a group presentation on how digitization of the economy is impacting your neighbourhood. Search for news articles (2-3) and discuss how digitization influences the various sectors of the economy, the public sector and business domains. (Unit 1)
2. engage in a classroom discussion on the 5G systems and its linkage with the digital economy in India & globally. (Unit2)
2. prepare group presentations describing and discussing the eco-system for the Apple App store, Uber, or any other such platform. (Unit 3)
3. prepare a presentation on services offered in several market segments by any two-sided and multi-sided platform. (Unit 3)
4. engage in a group discussion on the business of streaming services and real-time online gaming with reference to net neutrality, resource sharing and network performance. (Unit 4)

Suggested Readings:

- Harald. Ø., & Audestad. J. A., (2021), *Intoduction to Digital Economics: Foundations, Business Models and the Case Studies* (2nd ed.). Sweden: Springer.
- Harald. Ø., & Audestad. J. A. (2018), *Digital Economics: How Information and Communication Technology is Shaping Markets, Businesses, and Innovation*, Scotts Valley: CreateSpace.
- Belleflamme, P., & Peitz M., (2015), *Industrial Organization: Markets and Strategies* (ch. 20-23). Cambridge: Cambridge University Press.

Notes:

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- 2. Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.**
