

Suggested Readings:

- Holt, D. H. (1992). *Entrepreneurship: New venture creation*. Uttar Pradesh, India: Pearson Education India.
- Allen, K. R. (2015). *Launching new ventures: An entrepreneurial approach*. United States: Southwestern College Publishing.
- Bansal, S. (2020). *New Venture Planning*. New Delhi, India: JSR Publishing House.
- Timmons, J. A. (1990). *Planning and financing the new venture*. Baltimore, United States: Brickhouse Publishing Company.
- Kaplan, J. M., & Warren, A. C. (2009). *Patterns of entrepreneurship management*. New Jersey, United States: John Wiley & Sons.
- Zimmerer, T. W., & Scarborough, N. M. (2005). *Essentials of Entrepreneurship and Small Business Management*. United States: Pearson.

<https://www.projectmanager.com/training/how-to-conduct-a-feasibility-study>

Notes:

1. Suggested readings shall be updated and uploaded on the college website from time to time.
2. 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 V

GENERAL ELECTIVE COURSE -5.2 (GE-5.2)

Management of Small Business Enterprises

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 of Small Business Enterprises GE-5.2	4	3	1	0	12 th Pass	Nil

Learning Objectives:

The purpose of this course is to acquaint the students with the basic knowledge of managing a small enterprise.

Learning Outcomes:

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

1. discuss managerial issues in small enterprises.
2. analyse the significance of having appropriate capital structure mix in the organisation.
3. interpret and construct an influential marketing plan.
4. analyse and realize the significance of having right mix of employees in the organisation.
5. demonstrate the process of planning for management succession.

Unit I: Managerial Issues concerning Small Enterprises 9 Hours

Entrepreneurial style of management; Sole proprietorship and partnership, limited liability, partnership; Registration process; Government tax pattern (brief overview); Strategic management & entrepreneur- enterprise age and managerial strategies; Building competitive advantage.

Unit II: Managing the Capital Structure 9 Hours

Funding-own savings, family/friends & relatives; Banks/lending institutions; Banking habits-crossing of cheques, utility of overdraft facility etc.; Equity vs. Debt- financing-venture capital, angel funds; Capital mix-short term and long term capital sources; Factors determining efficient capital structure.

Unit III: Building a Powerful Marketing Plan 9 Hours

Building a guerrilla marketing plan, pin pointing the target market, plotting a guerrilla marketing strategy; Building a competitive edge; E-Commerce and entrepreneur.

Unit IV: Leading the Growing Enterprise 9

Hours Leadership in the new economy, Hiring the right employees; Building right organisational culture and structure; Challenge of motivating workers.

Unit V: Planning for Management Succession 9 Hours

Planning the management/leadership succession in the enterprise (Case studies of management style of efficient institutions).

Note: Case studies may be used in teaching various units.

Exercises:

The learners are required to:

1. discuss important managerial issues for any small enterprise.
2. study the capital structure mix of any organisation. Critically evaluate the same.
3. design a marketing plan for any hypothetical start up.

4. study the human resource mix of any organisation. Critically evaluate the same.
5. discuss case studies management succession.

Suggested Readings:

- Berger, B. (Ed.). (1991). *The culture of entrepreneurship* (pp. 1-12). San Francisco, United States: Ics Press.
- Chhabra, T. N. (2009). *Entrepreneurship development*. Delhi, India: Sun India.
- Kaplan, J. M., & Warren, A. C. (2003). *Patterns of entrepreneurship*. Hoboken, United States: John Wiley & Sons, Incorporated.
- Prasad, L. M. (2004). *Business Policy: Strategic Management*. Delhi, India: Sultan Chand & Sons.
- Zimmerer, T. W. & Scarborough, N. M. (2005). *Essentials of Entrepreneurship and Small Business Management*. United States: Pearson.

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List of GEs offered by Department of Human Resource Management (CVS)
for All Vocational Courses
Semester V

GENERIC ELECTIVE COURSE (GE- 5.1)

Stress Management

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		
Stress Management (GE-5.1)	4	3	1	0	Pass in class 12 th	Nil