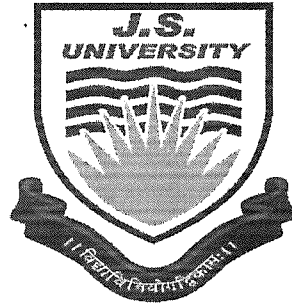


# **J.S. University, Shikohabad**

Established by UP Govt. Act No. 07 of 2015

Recognized by U.G.C. under section 2 (f) of Act-1956



**Value Added Course**

**(Small Business Management)**

**Faculty of Management**



J.S. University, Shikohabad  
Faculty of MANAGEMENT

Value Added Course

AY: 2022 (ODD SEM)

## **Small Business Management**


### **Learning Outcome:**

The objective 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.

**Duration:** 30 Hours.

**Course Outcomes:** - Upon completion of the course, students will be able to

1. Generate new methods to identify a project.
2. Analyze the project organization structure.
3. Critically evaluate the reasons for the sickness in small scale industry
4. Student can able to learn social concept.
5. Student able to learn regarding small scale industries importance in employment.

	<b>J.S. University, Shikohabad</b> <b>Faculty of MANAGEMENT</b>	<b>Value Added Course</b>
		AY: 2022 (ODD SEM)

## **Syllabus Outline**

### **Module 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 Organization – Roles and Responsibilities of project manager – Managing project team.

### **Module II Project Feasibility and Project Finance and Evaluation**

Pre-feasibility study – Market and Demand analysis – Feasibility Study: Technical – Commercial – Environmental – Socio economic.

### **Module III Introduction to Entrepreneur Definition – Concept –**


Classification and types of entrepreneurs – Entrepreneurial Traits – Need and Important – Roles and Responsibilities of Entrepreneurs in Indian

### **Module IV Entrepreneurship Environment and Challenges**

Entrepreneurship environment: Social – Cultural – Political – Natural – Geographic – Technological – Economic Environment and its impact on

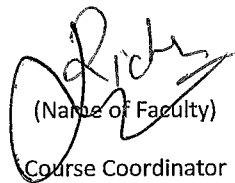
### **Module V Small Business Management**

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.

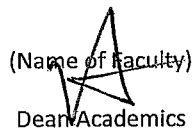
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**References:-**

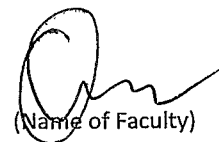
1. Clifford, F. Gray and E.W.Larson.
2. Project management, Tata Mcgraw hill, New Delhi, 2007.

  
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