

**MADHUSUDAN INSTITUTE OF CO-OPERATIVE
MANAGEMENT, BHUBANESWAR.**



**SCHEME AND SYLLABUS OF
SMALL BUSINESS & RURAL ENTREPRENEURSHIP
(16 WEEKS DURATION)**



**Madhusudan Institute of Co-operative Management, Bhubaneswar
(AN Institution OF National Council For Cooperative Training, New Delhi, Promoted BY
Ministry of Cooperation, Govt. of India)**

Unit VIII, Bhubaneswar-751012, Odisha

Phone (0674)2562825/2562826

Website: - [http:// micm.ac.in](http://micm.ac.in)

email: -micmbbs@gmail.com

SCHEME AND SYLLABUS OF
Small Business & Rural Entrepreneurship
(16 WEEKS DURATION)

1.	Title of the Course	Small Business / Rural Entrepreneurship				
2.	Duration	16 Weeks				
3.	Intake Capacity	40 Participants				
		a. To develop motivation & reinforces entrepreneurial traits and the spirit of enterprise.				
		b. To facilitate decision making process for setting-up of a new enterprise.				
		c. To facilitate successful and profitable operation of the enterprises.				
5.	Course Curriculum					
Sr. No	Course Title	Units	No. of Sessions	Internal marks	External marks	Marks
1.	Management of New & Small Enterprises	1.0	35	40	60	100
2.	Accounting and Finance for Entrepreneur	1.0	35	40	60	100
3.	Legal and Business Environment	1.0	35	40	60	100
4.	Organizational Behaviour & Communication	1.0	35	40	60	100
5.	Marketing Management	1.0	35	40	60	100
6.	Project Management	0.5	15	20	30	50
7.	Logistics & Supply Chain Mgt.	0.5	15	20	30	50
8	Computer Application & E commerce	1.0	35	40	60	100
9	Tour (one week) and Presentation, examination		30			100
10	Personality Development Includes Bio data preparation, Group discussion, Interview, Soft Skill, Stress management, Communication, presentation Investment planning etc.		30			

Total		7.0	300		800
6.	Interpersonal	16 Weeks			
	A) First Term (Class room training)	07			
	B) Observation Study Tour & Assignment	01			
	C) Second Term (Class room training)	08			
	Utilization				
	Total training weeks	16			
	Practical Training	01			
	Total in Class room training	15			
	Approx working days (15 weeks x 5 days)	75 days			
	Available (75-15)	60 days			
	Joining/relieving	02 days			
	Examination	09 days			
	Holidays	05 days			
	Total	15 days			
	Total session per day of	90 minutes			
	Available Sessions (60x4)	240 sessions			
7.	Admission	<ul style="list-style-type: none"> • Graduate or Matriculate with three years experience (Employees and working Members) • Supervisors/Inspectors of Industrial Coop's and allied organizations. • Executive and Supervisors of Industrial cooperatives and allied organizations. • Supervisors from Banks/KVIB and Defence service personnel sponsored by DGR 			
8.	Pedagogy	<p>As the focus of the course is on improving decision making skills, experiential method, role plays, in basket exercises, group discussions and presentations are used.</p> <p>The focus of class sessions is on developing skills and attitudes through active student participation rather than on summarizing the reading materials through lectures. The participants are expected to study the recommended literature, cases and discuss within small groups outside the class room.</p>			

9.	Practical Training	To Sharpen the learning and to motivate him to work in small business, the practical training of one week duration has been planned as under:	
10	Assessment and Evaluation :	(i) Internal Class Test	20 %
		(ii) Project/Assignments	20 %
		(iii) Term End Examination	60 %
		Total	100 %
		(a) 8 Subjects will have	600 Marks
		(b) Evaluation of Observation Study	50 Marks
		(c) Viva-Voce / presentation	50 Marks
11.	Categorization	70% and above	Distinction
		60% but below 70%	First Class
		50% but below 60%	Second Class
		45% but below 50%	Third Class
		Less than 45%	Failed
		For Participant of the Resettlement Course categorization is as per the DGR Guideline.	
		80% and Above	O
		70% but below 80%	A
		60% but below 70%	B
		50% but below 60%	C
		40% but below 50%	D
		Below Average	E

<p>SUBJECT-I</p> <p>Unit Sessions</p> <p>Objectives:</p>	<p>MANAGEMENT OF NEW AND SMALL ENTERPRISES</p> <p>One</p> <p>Twenty five (25)</p> <p>a) To, create awareness & provide knowledge about the framework of small business opportunities, in Rural Entrepreneurial set-ups, after discharge from Defense services.</p> <p>b) To, help Ex-servicemen to understand the significance & importance of Rural Entrepreneurship and Start-Ups.</p> <p>c) To, equip and prepare, for starting own occupational, rural small business & Enterprises after discharge from Defense Services.</p> <p>d) To, recognize Rural Entrepreneurship problems & learn strategy to overcome them.</p>
<p>UNIT-1</p>	<p>Entrepreneur and entrepreneurship</p> <p>Entrepreneurship: Micro, Small and Medium Enterprises (MSMEs), Entrepreneurial Competencies, Institutional Interface for Micro, Small and Medium Enterprises</p>
<p>UNIT-2</p>	<p>Establishing small scale enterprises</p> <p>Opportunities Scanning and Identification, Market Assessment for MSMEs, Choice of Technology and Selection of Site</p>
<p>UNIT-3</p>	<p>Small scale enterprises — getting organised</p> <p>Financing the Micro, Small and Medium Enterprises, Preparation of the Business Plan, Ownership Structure and Organisational Framework</p>
<p>UNIT-4</p>	<p>Operating the small scale enterprise</p> <p>Financial, Operations, Marketing Management Issues in MSMEs</p>
<p>UNIT-5</p>	<p>Performance appraisal and growth strategies</p> <p>Management Performance Assessment and Control, Strategies for Stabilisation and Growth, Managing Family Enterprises, Internalization of Small Business</p>
<p>Segment No. 2</p> <p>:</p>	<p>Small Business – Start Ups</p>
	<p>Definition & Characteristics</p>
	<p>Relationship between Small & Large Units</p>
	<p>Rationale (Basic Foundation of Small Rural Enterprises)</p>
	<p>Objectives</p>
	<p>Scope of setting up of small business</p>

	Opportunities for an Entrepreneurial Career by Ex-Servicemen & Franchising Model In India
	Role of Small Enterprises in Rural Economic Development.
	Problems of Small Scale Industries.

SUBJECT-II	ACCOUNTING AND FINANCE FOR MANAGERS
Unit Sessions	One Twenty five (25)
Objectives:	<ul style="list-style-type: none"> a) To make aware about need and importance of the Financial Accounting and Financial Management in the success of the organization. b) To provide fundamental knowledge of Accounting and Financial Management and implementing in regular business operation. c) To give basic understanding about financial decision making by using of tools & techniques of Financial Accounting and Financial Management. d) To create basic insight about finance and accounting while handling regular business operations or challenges.
UNIT-1	(a) Theoretical Framework: Accounting as an information system, The users of financial accounting information and their needs, Qualitative characteristics of accounting information, Functions, advantages and limitations of accounting, Branches of accounting, Bases and concept or conventions of accounting; cash basis and accrual basis.
	(b) Accounting Process: From recording of a business transaction (Journal, Ledger or Subsidiary Books) to preparation of trial balance, Capital and Revenue expenditure & receipts, Preparation of trial balance.
	(c) Final Accounts: Preparation of Trading Account, Profit & Loss Account and Balance Sheet
UNIT-2	Bank Reconciliation Statement: Bank Reconciliation as per cash book and Pass Book
	Financial Management: Introduction, Meanings, Definitions and Goals of Financial Management and Finance Functions, Different sources of Finances
UNIT-3	Working Capital Management : Introduction, Components of Current Assets and Current Liabilities, Concepts of Working

	Capital, Objective of Working Capital Management, Need for Working Capital, Operating Cycle, Determinants of Working Capital, Approaches for Working Capital Management, Estimation of Working Capital
UNIT-4	(a) Financial Planning – Introduction; Meaning of Budget; Types of Budgets; Advantages of Budgeting; Responsibility Accounting. (b) Financial Statement analysis& Interpretation : Ratio Analysis

SUBJECT-III Unit Sessions	LEGAL AND BUSINESS ENVIRONMENT One Twenty five (25)
Objectives:	a) To familiarize about the Meaning and Definitions of Business Laws. b) To familiarize about the legal essentials for business. c) To make aware about different laws which are essential to business.
UNIT – I	Dynamics of Business and its Environment – Technological, Political, Social and Cultural Environment - Corporate Governance and Social Responsibility - Ethics in Business - Economic Systems and Management Structure - Family Management to Professionalism - Resource Base of the Economy - Land, Forest, Water, Fisheries, Minerals - Environmental Issues.
UNIT - II	Law of Contract – Indian Contract Act 1872 Agreement - Offer - Acceptance - Consideration - Capacity of Contract Contingent Contract - Quasi Contract - Performance - Discharge - Remedies to breach of Contract - Partnership - Sale of Goods - Law of Insurance - Negotiable Instruments - Notes, Bills, Cheques - Crossing - Endorsement - Holder in due course - Holder in value - Contract of Agency.
UNIT - III	Company - Formation – Memorandum - Articles - Prospectus - Shares - Debentures -Directors - Appointment - Powers and Duties - Meetings - Proceedings – Management - Accounts - Audit - Oppression and Mismanagement - Winding up.
UNIT - IV	Factory Act – Indian Factories Act 1948 Licensing and Registration of Factories, Health, Safety and Welfare measures - Industrial Disputes Act – Objects and scope of the Act, Effects of Industrial Dispute, Administration under the Act- Minimum Wages Act - Workmen Compensation Act.
UNIT - V	Salient Features of Right to Information Act, Consumer Protection Act, G.S.T. Act

SUBJECT-IV Unit/Sessions	ORGANISATIONAL BEHAVIOUR AND COMMUNICATION One/Twenty five (25)
	<p>1 Foundation for Organizational Behaviour</p> <p>Definition and Historical Background of Organisational Behaviour – Management Roles and Skills</p> <p>2 Foundations of Individual Behaviour</p> <p>a) Transactional Analysis – introduction- structural analysis – Ego states – transactions.</p> <p>3 Foundations of Interpersonal and Group Behaviour</p> <p>a) Groups and Group Dynamics – Formation of Groups – Group Process and Decision making – Stages of Group Development – Decision Making – Individual and Group – group Vs team.</p> <p>b) Leadership – Meaning – Functions – Theories – Qualities – Emerging Issues in Leadership.</p> <p>c) Conflict Management and Negotiation –Nature and Causes of Conflicts in Organisation – Conflict Management – Strategies - Techniques and Styles.</p> <p>d) Stress Management – Meaning of Stress – Sources and Consequences of Stress – Coping Strategies for Stress – Time Management</p> <p style="text-align: center;">Communication</p> <p>1 Introduction to Business Communication – Purpose of Communication – External Influence on Communication - Communicating within organisation – Levels and Types of Communication.</p> <p>2 Interpersonal communication – Self and Communication – Styles of Communication – Verbal and Non Verbal Communication – Listening Skills.</p> <p>3 Presentation Skills – Preparation – Content - Public Speaking - Designing and Delivering Presentations – Audio Visual Aids - Managing Presentation Nerves - Report writing.</p> <p>4 Public Relation – Media Relations, Press Releases, Report Writing – House Journals, etc.</p>

SUBJECT-V Unit Sessions	Marketing Management One Twenty five (25)
Objectives	<ul style="list-style-type: none"> ➤ To familiarize with the basic concepts, and techniques of marketing management ➤ To familiarize with the special characteristics of services relevant for marketing ➤ To help understand the working of rural marketing institutions
	Marketing and its core concepts, Functions of Marketing, Importance of Marketing, Marketing Environment, Marketing Mix, Product, Product Life Cycle, Product Planning and Development, Brand, Trade Mark, Labelling, Packaging.
	Meaning and Significance of Price, Factors affecting Pricing Decisions, Pricing Policy and Strategies, Promotion Mix, Advertising, Sales Promotion, Personal Selling and Public Relations, Market, Market Segmentation.
	Sales Management- Nature, Scope, Importance, Salesmanship, Qualities of a Good Salesman, Selling Process, Recruiting and Selecting Sales Personnel's.
	Development and Conducting Sales training Programme, Designing and Administering Compensation Plans, Motivating sales staff, Incentives planning, Evaluating sales force performances.
	Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.
	Marketing of Services - Introduction - Growth of the Service Sector - The Concept of Service - Characteristics of Services - Classification of Services - Designing the Service Blueprinting, Using Technology - Developing Human Resources - Building Service Aspirations.
	An overview of Retailing - Types of stores - Product Retailing vs. Service Retailing - Non store Retailing - Retail strategy - Achieving competitive advantage and positioning Retailing environment - Legal, Social, Economic, Technological, issues - Trends in the Indian Retailing Industry.

SUBJECT-VI Unit Sessions	Project Management One Twenty five (15)
Project	<p>I Concept- characteristics-objectives-types-need of Project Management-Limitations-Project areas in Cooperatives.</p> <p>- Project Feasibility-Project Life Cycle-Project Appraisal(Technical-Managerial-Market-</p>

	<p>Financial (PBP, ARR, NPU etc)-Economic-Social Cost Benefit Analysis</p> <ul style="list-style-type: none"> - Project Implementation-Monitoring-Control and Evaluation Techniques (PERT, CPM). - Project Financing Institutions-Schemes-Policies, NABARD, NCDC, KVIC, DIC (District Industries Commission) etc. <p>II Project Analysis - Data Description-Selection-Classification- Tabulation and Presentation Measures of Variation: Range-Mean-Median-Mode-Standard Deviation, Tie Series, Forecasting Methods, Index Numbers</p> <p>III Project Research Research-Types of Research-Objectives-Scope-Limitations</p> <p>IV Detail Project Report Writing -Preparation-Presentation-Model Project for small Scale Units (SMEs)</p>
--	--

SUBJECT-VII Unit Sessions	Logistics And Supply Chain Management One Twenty five (15)
	<p>Objectives</p> <ul style="list-style-type: none"> <input type="checkbox"/> To introduce process and functions of physical distribution system <input type="checkbox"/> To introduce the major building blocks, functions, business process, performance metrics and decision making in supply chain network, and <input type="checkbox"/> To provide an insight into the role of Internet Technologies and electronics commerce in supply chain management
UNIT - I	<p>Physical distribution :</p> <p>Participation in the physical distribution functions – The environment of physical distribution – Channel design strategies and structures – electing channel members – Setting distribution objectives and tasks – Target markets and channel design strategies.</p>
UNIT - II	<p>Managing the marketing channel –</p> <p>Product, Pricing and Promotion issues in channel Management and Physical Distribution - Motivating channel members - Evaluating channel member performance - Vertical marketing systems - Retail co-operatives, Franchise systems and corporate marketing systems.</p>
UNIT - III	<p>Supply Chain:</p> <p>Building Blocks of a Supply Chain Network – Performance Measures in Decisions in the Supply chain World – Models for Supply chain Decision Making</p>

UNIT - IV	Supply Chain Inventory Management: Economic Order quantity Models – Recorder Point Models – Multichannel Inventory systems – Supply chain Facilities Layout – Capacity Planning – Inventory optimization – Dynamic Routing and Scheduling.
UNIT-V	Relation to ERP: E-procurement – E-Logistics – Internet Auctions – E-markets – Electronic Business Process – Optimization Business Object in SCM.

SUBJECT-VIII Unit Sessions	BASIC COMPUTERS AND E-COMMERCE One Twenty five (25) a) To enable the participants to learn computers for real time application. b) To identify the paradigm shifts in business with increasing scope of technology/e-business. c) To familiarize the participants with the preliminary aspects of E-commerce so as to apply the same concepts in real life situation. d)
	<ol style="list-style-type: none"> 1. COMPUTER FUNDAMENTALS- Brief history of development of computers ,Peripheral Devices, Storage Fundamentals, Basic Computer Organization, Memory, 2. Classification of Computers, Notebook Computers, Personal Computers (PCs), Workstations, Mainframe Systems, Supercomputers, Clients and Servers. 3. OPERATING SYSTEM –LAB -Introduction to windows XP/ Windows 7 and its features 4. Computer Networking & Internet -Definition (What it is?), Brief History, It's Basic Services (Electronic Mail), File Transfer Protocol, Telnet. Usenet News, the World Wide Web), WWW Browsers, Uses of the Internet, Concept of INTERNET/INTRANET/EXTRANET, E-MAIL- SENDING & RECEIVING MAILS. Types of Networking , Topologies of networking. 5. Creating a Worksheet in Excel 2007/ 2010 Introduction; Copying Formula.-advanced Techniques of Excel 2007/ 2010 6. Computer Fundamentals – Generation – History – Structure of Computers – Computer Languages – Hardware and Software – Computer Network – Computer Virus

	<p>7. MS Word: Creating, Editing, printing, Page formatting, Sorting and tables, Mail Merge</p> <p>8. MS-Office (Excel): Introduction to spreadsheet, creating, formatting, printing, Graphs of worksheets, formula.</p> <p>9. MS Power Point Presentation.</p> <p>10. E-Commerce: Introduction, Meaning and concept; Needs and advantages of e-commerce; E-commerce vs. Traditional commerce</p> <p>11. E-Marketing: Business to Business (B2B), Business to Customer (B2C)</p> <p>1. E-Commerce: Online Sales force, Online service and support</p>
--	--