



# Programme Specifications

MBA Programme

Programme:  
Small Business and Entrepreneurship

Department:  
Management Studies

Faculty of Management and Commerce  
M.S. Ramaiah University of Applied Sciences

University House, New BEL Road, MSR Nagar, Bangalore – 560 054

[www.msruas.ac.in](http://www.msruas.ac.in)

## Programme Specifications: M.B.A. in Small Business and Entrepreneurship

Faculty	Faculty of Management and Commerce (FMC)
Department	Management
Programme	M.B.A. in Small Business and Entrepreneurship
Dean of Faculty	Dr. H S Srivatsa
HOD	Dr. Chandra Sen Mazumdar

**1. Title of the Award**

M.B.A. in Small Business and Entrepreneurship

**2. Modes of Study**Full-Time  Part-Time **3. Awarding Institution /Body**

M.S. Ramaiah University Of Applied Sciences –Bangalore, India

**4. Joint Award**

--

**5. Teaching Institution**Faculty of Management and Commerce (FMC)  
M.S. Ramaiah University of Applied Sciences - Bangalore, India**6. Date of Programme Specifications**

May 2018 (Revised Version of 2016)

**7. Date of Programme Approval by the Academic Council of MSRUAS**

May 2018

**8. Next Review Date**

May 2020

**9. Programme Approving Regulatory Body and Date of Approval**

--

**10. Programme Accrediting Body and Date of Accreditation**

--

**11. Grade Awarded by the Accreditation Body**

--

**12. Programme Accreditation Validity**

--

**13. Programme Benchmark**

--

**14. Rationale for the Programme**

Worldwide, small enterprises have been driving the economic growth for promoting equitable development. Globally, the largest part of revenue and employment with low capital cost is generated by small enterprises. They constitute over 90% of total enterprises in most of the economies and account for a major share of industrial production and exports. Hence, managing small business enterprises is very crucial.

In India, small and medium scale business sector employs an estimated 60 million people spread over 26 million enterprises. This accounts for about 45% of the manufacturing output and around 40% of the total export of the country. In recent years, the small business sector has consistently registered higher growth rate compared to the overall industrial sector. With its vigour and vitality, it is found to be highly innovative and adaptable in surviving the recent economic downturn and recession. Hence there exists a scope for adapting efficient management practices for improving the performance of small business enterprises (SBE). SBE provides a platform for nurturing entrepreneurial talent.

The achievements of Karnataka in promoting key sectors like telecommunication, electronics, information technology, precision engineering, automobiles, garments, bio-technology and food processing has been noteworthy. The strong base of large and medium scale industry established in Karnataka has given a wide scope for promotion of entrepreneurship in vibrant small scale sector.

The report of the working group on Micro Small and Medium Enterprises (MSME) growth for 12th five year plan (2012-2017) highlights the impressive performance of MSME compared to most of the other sectors at a rate of 13 % during the 11th five year plan. Such economic growth in MSME sector of India has created a demand for research and innovation to manage, start or expand a small business.

Since general M.B.A. programmes offered by various educational organisations across the country have been addressing the business management with general perspective, there is need for specialised programmes at the postgraduate level in SBE management to sustain its current growth rate. In view of this, M.S. Ramaiah University of Applied Sciences (MSRUAS) has developed this postgraduate programme entitled "Small Business and Entrepreneurship" leading to M.B.A. degree based on inputs from small and medium industries. The programme will attract graduates to make a career in MSMEs. In addition, the graduates may have opportunities to continue with family business, establish own business or pursue higher education.

**Programme Aim**

15. The aim of the programme is to create entrepreneurs with professional management skills to set up and operate small enterprises and develop strategies to achieve growth.

**Programme Objectives**

16. The objective of this Programme is to prepare the students to get a perspective view of operations and innovation for sustenance and growth of small business

**Programme Specific Objectives are**

1. To provide a holistic view of small business and entrepreneurship
2. To discuss on the strategies of marketing of goods and services
3. To identify sources and uses of capital for operating small business
4. To interpret regulatory and statutory frame work and government policies
5. To analyse operational processes of small business
6. To develop and manage teams for business operations
7. To develop motivated and creative entrepreneurs to manage enterprises judiciously
8. To motivate students to conceptualise innovative business opportunities and strategies to meet future challenges
9. To provide a general perspective and opportunities for a career in MSME
10. To enable the students to be a team player and practise continuous improvement

**17. Intended Learning Outcomes of the Programme**

The intended learning outcomes are listed under four headings:

1. Knowledge and Understanding, 2. Cognitive Skills, 3. Practical Skills and
4. Capability/ Transferable Skills.

**17.1 Knowledge and Understanding**

After undergoing this Programme, a student will be able to:

- KU1: Discuss the significance of small business and entrepreneurship
- KU2: Discover and exploit opportunities for establishment of small business
- KU3: Comprehend sources of financing for small businesses
- KU4: Categories regulatory and statutory frame work and government policies

**17.2 Cognitive Skills**

After undergoing this Programme, a student will be able to:

- CS1: Analyse the customer needs and wants for competitive advantage
- CS2: Interpret regulatory and statutory framework for successful business operations
- CS3: Evaluate managerial challenges and risks for effective decision making
- CS4: Develop competencies in innovative thinking for product development process

**17.3 Practical Skills**

After undergoing this Programme, a student will be able to:

- PS1: Manage small business operations
- PS2: Market and sell products / services

PS3: Interact with stakeholders

PS4: Maintain records and financial accounts

#### **17.4 Capability/Transferable Skills**

After undergoing the Programme, a student will be able to

TS1: Prepare business plan

TS2: Exhibit a systematic planning process for new product development

TS3: Multi-task, manage and coordinate human resources

TS4: Take responsibilities and work in a team effectively to achieve business objectives

**18. Programme Structure**

The following are the modules a student is required to successfully complete for the award of the degree. The Programme is delivered as per the Time-Table for every batch.

<b>Programme: M.B.A. in Small Business and Entrepreneurship</b>			
<b>Module Code</b>	<b>Modules</b>	<b>Credits</b>	<b>Duration Weeks</b>
<b>Department- Common Modules</b>			
MBA502	1. Marketing Management	4	4
MBA503	2. Managerial Accounting	4	4
MBA504	3. Human Resource Management	4	4
MBA505	4. Quantitative Methods and Statistics	4	4
MBA506	5. Strategic Management	4	4
<b>Course - Specialisation Modules</b>			
SBE501	1. Small Business and Entrepreneurial Development	5	5
SBE502	2. Regulations and Policies for Small Business	5	5
SBE503	3. Banking and Finance	5	5
SBE504	4. Small Business Operations	5	5
SBE505	5. Strategies for Small business	5	5
<b>Faculty-Common Module</b>			
FMC502	1. Research Methodology	3	3
FMC517	2. Business Analytics	3	3
<b>Elective Module (Any One of 5)</b>			
FMC504	1. Seminar		
FMC505	2. Training		
FMC506	3. Student Competition		
FMC507	4. Visit to Industries and Exhibitions		
FMC508	5. Teaching and Training		
<b>Group Work-Project</b>			
SBE597	1. Management Activities and Soft Skills	2	2
SBE599	2. Group Project	5	5
FMC519	<b>Industry Internship</b>	6	6
SBE600	<b>Dissertation</b>	30	26
<b>Mandatory Module (Any One)</b>			
FMC509	1. Conference Publication	4	4
FMC510	2. Journal Publication		
		<b>100</b>	<b>96</b>
Note:			
1. The Vacations and other activities shall be as per the Time-Table for the corresponding batch.			

**19. Module Delivery Structure- Full-Time**

A module is delivered from Monday to Friday of the week. The lecture classes will be normally held from 9.30 AM to 1.00 PM with 30 minutes of break. The laboratory classes will be held in the afternoon from 2.00PM to 5.00 PM during the first two weeks of the module.

Module 1 to Module 5			
Week-1	Week-2	Week-3	Week-4
Module Delivery	Module Delivery	Examination	Assignment submission & Presentation

Module 6 to Module 10				
Week-1	Week-2	Week-3	Week-4	Week-5
Module Delivery	Module Delivery	Study Work	Examination	Assignment submission & Presentation

For Part-Time, the classes are normally held on Saturday and Sunday and the module delivery is for 8 weeks.

## 20. Teaching and Learning Methods

The module delivery comprises of combination of few or all of the following:

1. Face to Face Lectures using Audio-Visuals
2. Workshops, Group Discussions, Debates, Presentations
3. Demonstrations
4. Guest Lectures
5. Laboratory/Field work
6. Industry Visit
7. Seminars/Conferences
8. Group Exercises
9. Project Exhibitions
10. Management Festivals

## 21. Elective Module

Elective module can be any one of the following-

- FMC504 Seminar**  
A student can deliver a seminar of one hour duration of his/her original study on a contemporary topic after personal visits/survey/collection data. It should not be a collection of information from book/web resources and delivering a presentation/ preparing a report. Topic of seminar should be registered at the beginning of the elective module. At the end, seminar must be delivered to a team of examiners and also a word processed report must be submitted for assessment.
- FMC505 Training**  
A student can undergo training in any institution or any other organisation in a specific subject area that falls under the broad category of his/her specialisation. He/she need to submit a complete report on the training undergone and also make a presentation to a team of examiners for assessment.
- FMC506 Student Competition**

A student can take part in a management activity competition approved by the department; a report shall be submitted followed by a presentation to a team of examiners for assessment.

- FMC507** Visit to Industries and Exhibitions  
A student can make at least five industry visits in his/her area of specialisation and visit at least three international exhibitions. The student is required to submit a report and make a presentation to a team of examiners for assessment.
- FMC508** Teaching and Training  
A student can teach a module in his / her area of specialisation in any institute approved by the department. The student must submit the teaching notes and also make a presentation to a team of examiners for assessment.
- FMC509** Conference Publication  
A student can submit a paper and make a presentation in a conference which is approved by the department. The same paper shall be presented for assessment and the student is required to make a presentation to a team of examiners for assessment.
- FMC510** Journal Publication  
A student can publish a paper in a management/scientific journal. The proof of submission and a copy of the paper shall be submitted to the department. It will be assessed based on a presentation to a team of examiners.

## 22. Group Work

The group work consists of two parts:

- SBE597** 1. Management Activities  
Students are required to participate in activities such as management games, role plays, case discussions, etc. to understand group dynamics and acquire skills to work in groups.
- SBE599** 2. Group Project  
Students will carry out a group project and each group shall have up to five students. The purpose of group project is to develop business plan for societal and environmental benefits of new product/services. The students are required to analyse and validate the benefits of proposed business plan through appropriate research methodology. In addition, students are expected to prepare a report for assessment and intellectual property rights of complete work lies with the University. The students are required to sign an agreement before the commencement of the project. The project should be approved by a committee of examiners before starting the project. Students can choose from the projects database available with the concerned department. The details and evaluation procedure is provided in Operation Manual / Student Handbook.

## 23. Dissertation

- SBE600** A student chooses a topic for dissertation from the database of projects available



with concerned department. The detail procedure of executing and assessing individual project is available in the Operation Manual /Student Handbook.

#### **24. Assessment and Grading**

A module assessment will have two components:

Component - 1

Assignment 50% weight

Component - 2

Examination 50% weight

(Note: For more details on the break-ups, please refer to the Module Specifications)

A student is required to score a minimum of 40% in each of the components and an overall 40% for successful completion of a module and earning the credits.

Note: Final marks awarded in each of the modules will be confirmed only after SAB/PAB as explained in Academic Regulations of MBA Programme.

#### **25. Failure and Re-registration**

If a student fails in a module, he/she is required to re-attend the module when offered next time by re-registering to the module.

#### **26. Attendance**

A student is required to have a minimum of 85% attendance to be eligible to write the examination and assignment submission. Less than 85% attendance is considered to be FAIL; such a student is required to follow the same procedure as that of a failed student.

Any condoning of shortfall of the attendance is as per the Academic Regulations for M.B.A. Programme.

#### **27. Award of Class**

As per the Academic Regulations for M.B.A. Programme.

#### **28. Student Support for Learning**

Students are given the following support:

1. Module Notes
2. Reference Books in the Library
3. Magazines and Journals
4. Internet Facility
5. Computing Facility
6. Laboratory Facility
7. Workshop Facility
8. Staff Support
9. Lounges for Discussions
10. Any other support that enhances their learning

#### **29. Quality Control Measures**

The following are the Quality Control Measures:

1. Review of Module Notes
2. Review of Question Papers and Assignment Questions
3. Student Feedback
4. Moderation of Assessed work
5. Opportunities for the students to see their assessed work
6. Review by External Examiners and External Examiners Reports
7. Staff Student Consultative Committee Meetings
8. Student Exit Feedback
9. Subject Assessment Board
10. Programme Assessment Board

## 30. Curriculum Map

Module Code	Intended Learning Outcomes											
	Knowledge and Understanding				Cognitive (Thinking) Skills (Critical, Analytical, Problem Solving, Innovation)				Practical skills			
	KU1	KU2	KU3	KU4	CS1	CS2	CS3	CS4	PS1	PS2	PS3	PS4
MBA502		X	X		X		X		X	X	X	
MBA503	X		X			X	X		X			X
MBA504	X			X		X		X	X		X	X
MBA505	X		X		X	X	X			X	X	X
MBA506	X		X		X		X		X	X		
FMC518		X									X	
SBE501	X	X	X	X	X	X	X		X			X
SBE502	X	X	X	X	X		X	X	X			X
SBE503	X	X			X			X				X
SBE504		X	X	X	X	X	X	X	X	X	X	X
SBE505	X	X	X	X	X	X	X	X		X	X	X
FMC502					X		X		X			
FMC517	X			X	X	X	X		X	X		X
FMC504	X					X	X				X	
FMC505		X	X	X	X	X	X		X	X		
FMC506	X						X					
FMC507	X		X				X			X		
FMC508	X		X	X				X			X	X
FMC597	X	X	X	X	X	X	X	X	X	X	X	X
SBE597	X	X	X	X	X	X	X	X	X	X	X	X
SBE599	X	X	X	X	X	X	X	X	X	X	X	X
SBE600	X	X	X	X	X	X	X	X	X	X	X	X
FMC509	X	X	X	X	X	X	X	X	X	X	X	X
FMC510	X	X	X	X	X	X	X	X	X	X	X	X

**31. Capability / Transferable Skills Map**

Module Code	Group work	Self learning	Research Skills	Written Communication Skills	Verbal Communication Skills	Presentation Skills	Behavioral Skills	Information Management	Personal management/ Leadership Skills
MBA502	X	X	X	X	X	X	X		X
MBA503	X	X		X	X	X		X	X
MBA504	X	X	X	X	X	X	X		X
MBA505	X	X	X	X	X	X		X	X
MBA506	X	X	X	X	X	X		X	X
FMC518	X			X	X	X	X		X
SBE501	X	X	X	X	X	X	X	X	X
SBE502	X	X	X	X	X	X	X	X	X
SBE503	X	X	X	X	X	X	X	X	X
SBE504	X	X	X	X	X	X	X	X	X
SBE505	X	X	X	X	X	X	X	X	X
FMC502			X	X	X	X		X	
FMC517	X	X	X	X	X	X		X	X
FMC504		X	X	X	X	X		X	
FMC505				X	X	X			
FMC506	X	X	X	X	X	X	X	X	X
FMC507		X		X	X	X		X	
FMC508		X		X	X	X	X	X	X
SBE597	X	X	X	X	X	X	X	X	X
SBE597	X	X	X	X	X	X	X	X	X
SBE599	X	X	X	X	X	X	X	X	X
SBE600		X	X	X	X	X	X	X	X
FMC509		X	X	X	X	X			
FMC510		X	X	X	X	X			

**32. Co-curricular Activities**

Students are encouraged to take part in co-curricular activities like seminars, conferences, symposium, paper writing, attending industry exhibitions, project competitions and related activities for them to enhance their knowledge and network.

**33. Cultural and Literary Activities**

To remind and ignite the creative endeavors annual cultural festivals are held and the students are made to plan and organise the activities.

**34. Sports and Athletics**

Students are encouraged to develop a habit of taking part in outdoor and indoor games on daily basis.

