

PROGRAMME GUIDE

Bachelor of Arts Micro, Small and Medium
Enterprises
[BAMSME]



School of Vocational Education and Training
Indira Gandhi National Open University
MAIDAN GARHI, NEW DELHI - 110 068

Micro, Small
and Medium
Enterprises



Indira Gandhi National Open University (IGNOU) has been awarded the highly prestigious (A++) grade by the National Assessment and Accreditation Council (NAAC)

IGNOU has been Ranked Number-1 in Atal Ranking of Institutions for Innovation Achievements-2021 (ARIIA-2021) by the Ministry of Education under the category of Institutes of National Importance, Central Universities and CFI (non-technical) for promoting Innovation and Startups in the University

Printed study material is our mainstay in the learning paradigm. Our study material is prepared by a team of experts keeping in view the interest of the learner. Each course has a course Expert Committee with distinguished academics and professionals involved in the course preparation. The course material is written in such a manner that the learners can study it by themselves with a little assistance from our Academic Counselors at the Study Centers. Further, text books and reference books are available in the libraries attached to the Study Centers and Regional Centers. Therefore, there is no need for any cheap or condensed guides for pursuing courses of IGNOU. In fact these may harm the learners. The University strongly advises the learners not to take recourse to such type of guides available in the market.

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Dear Learner,

Welcome to IGNOU and the Bachelor of Arts Micro, Small and Medium Enterprise programme. As you have joined one of the world's largest universities imparting education through the Open and Distance mode, it is necessary for you to know all about the university and how it functions. The present booklet entitled 'Programme Guide' will serve as a ready reference for details about the programme, assignments, counselling sessions etc. You are advised to go through this booklet carefully before starting the programme. You must preserve this hand book till you complete the programme. This Programme Guide also gives detailed syllabus of all the courses that are on offer in this programme, viz., Core courses, Discipline Specific Electives, Ability Enhancement courses, Skill Enhancement courses and Generic courses suiting your interests, needs, and career goals.

Wishing you all the very best!

Dr. Rachna Agarwal

and Dr Geetika S Johry

(Programme coordinators)

Email: bamsme@ignou.ac.in

PART I

PROGRAMME DETAILS

1. THE UNIVERSITY

The Indira Gandhi National Open University (IGNOU) is the world's largest University. It is a Central University established by an Act of Parliament in 1985, to advance and disseminate learning and knowledge by diverse means, including information communication technology. The objective is to provide opportunities for higher education to a large segment of the population and promote educational wellbeing of the larger society. The University has continuously striven to build a knowledge society through inclusive education. It has imparted higher education by offering high quality teaching through the Open and Distance Learning (ODL) mode. IGNOU in a relatively short time has made a significant contribution in the areas of higher education, community education, extension activities and continual professional development. As a world leader in distance education, it has been conferred with an Award of Excellence by the Commonwealth of Learning (COL), Canada. IGNOU offers its academic programmes through its 21 Schools of Studies and a network of 67 Regional Centers and about 3500 Study Centers (SCs). The University also has a network of 12 Overseas Study Centres (OSC). The 21 Schools of Study which design and develop academic programmes and courses at different levels are:

School of Agriculture (SOA)
School of Computer and Information Sciences (SOCIS)
School of Continuing Education (SOCE)
School of Education (SOE)
School of Engineering and Technology (SOET)
School of Extension and Development Studies (SOEDS)
School of Foreign Languages (SOFL)
School of Gender and Development Studies (SOGDS)
School of Health Sciences (SOHS)
School of Humanities (SOH)
School of Interdisciplinary and Trans-disciplinary Studies (SOITS)
School of Journalism and New Media Studies (SOJNMS)
School of Law (SOL)
School of Management Studies (SOMS)
School of Performing and Visual Arts
School of Sciences (SOS)
School of Social Sciences (SOS)
School of Social Work (SOSW)
School of Tourism and Hospitality Service Management (SOTHSM)
School of Translation Studies and Training (SOTST)
School of Vocational Education and Training (SOVET)

At present, IGNOU offers over two hundred academic, professional, vocational, awareness generating and skill-oriented programmes at the level of Certificate, Diploma, Bachelor's Degree, Master's Degree and Doctoral Degree through its Schools of Studies. The University provides multi-channel, multiple media teaching/learning packages for instruction and self-learning. The different components used for teaching/learning include self-learning print and audio-video materials, radio and television broadcasts, face-to-face counselling/tutoring, laboratory and hands-on-experience, teleconferencing, video conferencing, interactive multimedia-ROM and internet based learning, and the use of mobile phones for messaging and e-content. Currently, the emphasis is on developing interactive multimedia supported online learning as well as adding value to the traditional distance education delivery mode with modern technology-enabled education within the framework of blended learning. The recent initiatives of the University include: SWAYAM based Massive Open Online Courses (MOOCs), Shodhganga (UGC INFLIBNET Project), 24x7 SWAYAMPABHA, National Digital Library (MHRD Project), e-Gyankosh and IGNOU e-Content App for digital study material.

2. BACHELOR'S DEGREE PROGRAMME

The University offers Bachelor Degree programmes in the following Disciplines:

1. Bachelor of Arts(BAG)
2. Bachelor of Commerce(BCOMG)
3. Bachelor of Science (BSCG)
4. Bachelor of Computer Applications(BCA)
5. Bachelor of Library and Information (BLIS)
6. Bachelor of Arts (Tourism Studies) (BTS)
7. Bachelor of Social Work (BSWG)
8. **Bachelor of Arts Micro Small and Medium Enterprises (BAMSME)**
9. Bachelor of Business Administration (Retailing) (BBARL)
10. Bachelor of Arts (Vocational Studies) Tourism Management (BAVTM)

Objectives:

The Bachelors of Arts programme is a broad based programme with a mix of disciplinary, interdisciplinary and skill based courses. It has the following objectives;

1. Introduce the learners to the main themes and topics of various disciplines
2. Provide the learners with the latest information and skills necessary to understand and analyze their world

3. Enable the learners to work towards ability and skill enhancement through exposure to appropriate courses

4. Impart reading and writing skills through assignments and exercises of such kind at an undergraduate level

5. Expose the learner to the importance of interdisciplinary studies by enabling them to offer courses outside their discipline

The University follows the credit system for offering all its programmes. One credit is equal to 30 hours of learners' study time. To earn a BA Degree in a discipline, a learner has to complete courses worth 120 credits in a minimum of six semesters (three years). The students have to complete 20 credits in each semester. The programme has a mix of courses. For earning 120 credits, a student has to study courses from the following categories:

f) Discipline Specific Courses Core (DSE)

g) Minor Courses

h) Ability Enhancement Courses (AECC)

i) Inter-disciplinary courses (Introductory level) Skill Enhancement courses/internship/dissertation

j) Common Value-Added Courses



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SEMESTER-WISE COURSE DISTRIBUTION

The following Table presents the **CODES** of courses available for Bachelor of Arts Micro, Small and Medium Enterprise programme in each semester from different category of courses with credit load-wise list of Courses:

Semester	Discipline Specific Courses Core	Minor	Ability Enhancement courses (language)	Inter-disciplinary courses/ Skill Enhancement courses	Common Value-Added Courses	Total credits
Semester I	English at work place BEGLA -136 Entrepreneurship and Small Business BTMC-134			Introductory Microeconomics BECC-101		18
Semester II	Business Communication BCOLA -138 Financial Accounting BCOC-131		Environmental Studies BEVAE- 181		Value Education BEDSV-101 (Common Basket)	22
Semester III	CSR Projects and Programmes BERC-131 Business Organization and Management BCOC -132		English Communication skills OR Hindi Bhasha OR MIL BEGAE- 182/ BHD AE -182/ BUDAE 182/ BSDAE 182 (anyone)	Managing Stress BPCS -186		20
Semester IV	IPR for MSME'S and Start-ups BERC-132 Principals of Marketing in Business BCOE -141	Entrepreneurship BCOS -185		Computer Application BCOS-183		20
Semester V	MSMEs and Rural India BERC-133 Institutional Support to MSMEs BERE-141	MSMEs in India: Documentation and Compliance BERE-142		Logistics Management BPAS-184		20
Semester VI	Traditional & Rural Enterprise BERE-143 Entrepreneurial Sectors BERE-144	Human Resource Management In MSMEs BERG-172		E-commerce BCOS-184		20
Total	72 credits	12 credits	8 credits	22 credits	6 credits	120 credits

3. PLANNING YOUR STUDIES

The Bachelor's Degree Programme offers flexibility and openness in the courses and duration for the completion of programme. You should take full advantage of this flexibility. A little bit of systematic planning is all that is required to realize your goal of completing the 120 credits of this programme within the minimum period of three years. If, for any reason you are unable to complete the programme within three years, please note that your registration for the programme is valid for six years. As already mentioned, each credit of this programme is equivalent to 30 hours of learner study comprising all learning activities (i.e. reading and comprehending the print material, listening to audios, watching videos, attending counselling sessions, teleconferencing and writing assignment responses). This means that you will have to devote approximately 180 hours of study for a six-credit course and 120 study hours for a four credit course. Since you have three courses of six credits and one four credit course to complete in the first semester and a similar workload in the second semester, you need to put in a total of 1320 hours of study in a year. This means that you will have to devote around four and half hours of study everyday for at least 300 days in a year. You have to adjust your reading schedule keeping this workload in view. With this schedule, you will be able to complete all courses of the first year. Likewise, in the third and fourth semesters of the programme, you have an equal number of credits to complete each semester. To complete the three-year programme in the minimum period of three years, you need to be focused. It is therefore helpful to study consistently throughout the year and not plan to speed up before the examinations.

If you are not able to fully devote yourself to the programme, you should set your targets for a particular semester/year. If you feel that instead of 40 credits, you would do only 30 credits in a year, plan for it accordingly from the beginning of the year. Study only the selected courses. Do the assignments of only those courses for which you plan to appear in the Term End Examination (TEE). Carry over the rest to next year. Again next year, decide your goals for the two semesters of that year. Whenever you decide to complete the previous semesters/years course and have not submitted the Assignments for evaluation, **make sure that you attempt the current year's assignment(s) for that course and submit them according to the schedule** to be eligible to appear in the TEE (For details see Section 6.1 of this Programme Guide). Through proper planning you can complete this programme at your convenience.

4. FEE STRUCTURE AND SCHEDULE OF PAYMENT

Fee Structure: Please visit IGNOU website admissions under the Samarth Portal provided in the link below.
(<https://ignouadmission.samarth.edu.in/>)

Fee once paid is not refundable.

The University can revise the programme fee anytime. In that case, the revised fee shall be payable by you as per the schedule of payment notified by the university. Although the Bachelor's Degree Programme is a semester-based programme, registration is done annually. **Just as you have registered for the first two semesters at the start of the programme, you will have to re-register for the Second year (third and fourth semesters) and third year (fourth and fifth semesters) before the beginning of the academic year as per the schedule given below:**

Schedule for Re-Registration

Learners are advised to submit the Re-Registration (RR) forms online only on the web portal www.ignou.ac.in as per the schedule notified by the University from time to time. The programme fee has to be paid at the beginning of each year by online mode. Timely payment of programme fees is the responsibility of the learner. The learner is expected to remit the fees as early as possible without waiting for the last date. Non-payment of fee would result in the withdrawal of access to study material and permission to write the examinations. It may also result in the cancellation of admission. In case a learner willfully appears in an examination without proper registration for a course, disciplinary action shall be taken against him/her as per rules of the University.

5. INSTRUCTIONAL SYSTEM

The methodology of instruction adopted by the University is different from that in the conventional universities. The Open University system is more learner-oriented in which the learner is an active participant in the teaching-learning process. Most of the instruction is imparted through distance rather than face-to-face communication. The University follows a multi-media approach for instruction. It comprises of:

- Self-Learning Material/ e-gyankosh online material

- Audio-video programmes transmitted through radio and television
- Teleconferencing/Interactive radio Counselling sessions
- Face-to-face counselling at Study Centres by Academic Counsellors
- Assignments
- Tutorials/ Practical's/ Dissertation/ Project work

5.1 Course Material

Course material, in print or eBook format, is the primary form of instruction. You should concentrate mainly on the course materials that are sent to you in the form of printed books or eBooks. The course material would be sufficient to write assignment responses and prepare for the Term End Examination (TEE). We would, however, suggest that you read additional material, especially those given in the suggested Reading section of the course material. The course material prepared by the University is self-learning in nature. Each course is printed in the form of a single book or eBook. The course is divided into a number of Blocks. A six credit course generally has four to five Blocks. Each Block consists of Units (minimum two to maximum five units). Normally, the Units covered in a Block have a thematic unity. The introduction section of the book provides an overview of the course, its objectives, guidelines for studying the material, etc. The Block introduction explains the coverage of the Block as a whole as well as the coverage of each Unit in that Block and each Unit is structured in such a way as to facilitate self-study. Each Unit begins with learning Objectives which will give you an idea of what you are expected to learn from the Unit. The Introduction provides an overview of the major theme of the unit. An attempt is made to forge a link with the topics of the previous Units and the topic to be covered in the Unit. This is followed by the main text, which may be divided into various sections and subsections. Questions for self-evaluation under the heading of Check Your Progress/Activities are provided to help self-monitoring. You should always attempt this part as it will help you in assessing and checking your understanding of the topic. Questions in Check Your Progress/Activities are for your practice only, and you should not submit answers to these questions to the University for assessment. Hint answers to the Check Your Progress/Activities exercises are provided at the end of the unit. We have not provided the full length answers, as we would like to encourage you to write in your own words and not rely on memorizing the course material. The section Let Us Sum Up/Summary/Conclusion gives a brief account of what has been discussed in the Unit. This summary enables you to recall the main points covered in the Unit. Each unit ends with References which gives the list of books and articles that have been consulted to prepare the unit. In addition, at the end of each Block/Course, a list of Suggested Readings is given. Some of these books listed in this section will be available in the Study Centre library. In order to comprehend the SLMs, read the Units carefully and note down the important points. You can use the

space in the margin of the printed pages for making notes and writing your comments. While reading the Units, you may mark the difficult words and look for the meaning of such words in a dictionary or in the Glossary that may be provided at the end of the Units. If you still do not understand something, consult your counselor during the face-to-face sessions at the Study Centre for clarification.

Dispatch of Study Material

The dispatch of material will start once the online process of registration is complete. You can expect to receive your study material within one month of closing of the registration for the programme. If any course material is missing or you receive wrong or defective material, please address your query to the Regional Centre or write to Student Services Centre at ssc@ignou.ac.in. For the students who have applied for digitized version, detailed information is available on the IGNOU website.

5.2 Academic Counseling

In distance education, face-to-face contact between the learners and their academic tutors/counselors is an important activity. The purpose of such an interaction is to answer some of your questions and clarify your doubts, which may not be possible through any other means of communication. It is also intended to provide you an opportunity to meet fellow learners. There are experienced academic counselors at the Study Centers to provide academic counseling and guidance to you in the courses that you have selected for study. The academic counseling sessions for each of the courses will be held at suitable intervals throughout the academic session. Attendance in the academic counseling sessions for theory courses is not compulsory, but we would suggest that you attend these sessions as they may be useful in certain respects, such as to share your views on the subject with teachers and fellow learners, comprehend some of the complex ideas or difficult issues, and get clarifications for any doubts which you would not otherwise try to raise. Face-to-face counseling will be provided to you at the Study Centre assigned to you. You should note that the academic counseling sessions will be very different from the usual classroom teaching or lectures. Academic counselors will not be delivering lectures or speeches. They will try to help you to overcome difficulties which you face while studying for this programme. In these sessions, you must look into the subject-based difficulties and any other issues arising out of such difficulties. Besides, some of the audio and video material that is available at that time will be played in the counseling sessions. The University normally organizes six to seven academic counseling sessions for a 4-credit and nine to ten sessions for a six credit course. In case there are less than 10 students in a Study Centre, then intensive counseling sessions will be held which essentially means that 40 per cent of the prescribed counseling sessions will be conducted within a week's time.

Before you attend the academic counseling sessions, please go through your course material and note down the points to be discussed. Unless you have gone through the Units, there may not be much to discuss. Try to concentrate on relevant and important issues. Try also to understand each other's points of view. You may also establish personal contact with your fellow participants to get mutual help for academic purposes. Try to get the maximum possible help from your academic counselors.

5.3 Study Centre

To provide effective student support, we have set up a number of Study Centers all over the country. You will be allotted one of these Study Centers taking into consideration your place of residence or work. However, each Study Centre can handle only a limited number of students and despite our best efforts, it may not always be possible to allot the Study Centre of your choice. The particulars regarding the Study Centre to which you are assigned will be communicated to you. Every Study Centre will have:

- A Coordinator who will coordinate different activities at the centre
- An Assistant Coordinator and other support staff appointed on a part-time basis
- Academic Counselors in different courses to provide counseling and guidance to you in the courses you have chosen

A Study Centre will have six major functions:

- Counseling: Face-to-face counseling for the courses will be provided at the Study Centers. As mentioned earlier, there will be nine to ten academic counseling sessions for a 6-credit course and six to seven sessions for a 4-credit course. The schedule of the counseling sessions will be communicated to you by the Coordinator of your Study Centre.
- Evaluation of Assignments: Tutor Marked Assignments (TMA) will be evaluated by the Academic Counselors appointed for different courses at the Study Centre. These assignments will be returned to you with tutor's comments and marks obtained. These comments will help you in your studies.
- Library: For each course, some of the books suggested under 'Suggested Reading' will be available in the Study Centre Library. All audio and video tapes are also available in the library.
- Information and Advice: At the Study Centre, you will get relevant information regarding the courses offered by the University, academic counseling schedules, examination schedule, etc.
- Audio-Video Facilities: The Study Centre is equipped with audio-video facilities to help you make use of the audio and video materials prepared for different courses. Media notes, describing the contents of each programme, will also be available at the Study Centre. This will help you to

know the contents of each programme.

- **Interaction with Fellow-learners:** The Study Centre gives you an opportunity to interact with fellow learners. The Study Centre is the contact point for you. The University cannot send all the communication to all the students individually. All important information is communicated to the Coordinators of the Study Centers and Regional Directors. The Coordinators will display a copy of such important circulars/notifications on the notice board of the Study Centre for the benefit of all IGNOU learners. You are therefore advised to get in touch with your Study Centre for day-to-day information about assignments, online submission of examination forms, TEE date- sheet, declaration of result, etc.

5.4 Interactive Radio Counseling

The University has the facility of interactive counseling through the All India Radio network all over India. You can participate in it by tuning in to your area radio station. Experts from various discipline areas are available for this counseling. Students can put questions to these experts by calling the telephone numbers which are announced by the respective Radio Stations. Interactive radio counseling session can be accessed through radio at the frequency 105.6 Mhz., through DTH and also through web at the link: gd.ignouonline.ac.in/gyandhara. The phone numbers for interaction are— 01129533581, 01129536131, 29533103 and 1800112347. The topic for each session of the interactive radio programme is available in the Gyanvani section of the University website.

5.5 Gyan Darshan

IGNOU, in collaboration with Doordarshan, now has an exclusive Educational TV Channel called Gyan Darshan. It is available through the cable TV network. The channel telecasts educational programmes for 24 hours every day. Live telecast is from 3-5 p.m. and repeat from 8-10 p.m. The Phone Numbers for interaction with the studio are 011-29532844, 011- 29532845 & Toll Free: 1800112346. Gyandarshan channel is available on: <http://ignouonline.ac.in/gyandarshan>. Apart from programmes of IGNOU, it has other educational programmes also produced by various national education institutions. You should try to get access to it through your cable operator. The schedule of programmes and live sessions is available at the study centers one month in advance. You can also get the schedule of programmes and live sessions from the University website. The Gyandarshan Channel is available on the following DTH platforms:

1. Airtel 442
2. Tata Sky 755
3. SunDirect 596

4. Den 526
5. In Digital 297
6. Hathway 473
7. Independent TV 566

5.6 Gyan Vani

Gyan Vani is an educational FM Radio network providing programmes covering different aspects and levels of education including Primary and Secondary Education, Adult Education, Technical and Vocational Education, Higher Education and Extension Education. There will be programmes on various aspects and courses of Bachelor's Degree Programme. The schedule of the programmes is uploaded on the University website.

5.7 Teleconference/EDUSAT

To reach our learners who are spread out in different parts of the country, we make use of teleconferencing. These sessions are conducted from Delhi. The students can attend these at the regional centres and specified study centres of IGNOU. It is a one way video and two way audio facility. The teleconferencing is available on Gyan Darshan-2 and Edusat. The faculty members in Delhi and other experts participate as resource persons in these sessions. You can discuss your problems and raise questions by calling them at the receiving centres. This will help in resolving your queries related to courses and other general information pertaining to the Bachelor's Degree Programme.

6. EVALUATION

The system of evaluation followed by the University is also different from that of conventional universities. IGNOU has a multitier system of evaluation. Self-assessment exercises are included within each unit of study. Continuous evaluation is done mainly through assignments which are tutor-marked. The evaluation consists of two parts: i) continuous evaluation through assignments, and ii) term end examination. In the final result, all the assignments of a course carry 30% weightage while 70% weightage is given for the Term End Examination (TEE). Numerical system is followed for continuous evaluation as well as term-end examination. The University has decided to provide numerical marking also in the grade card and award of division for the Bachelor's Degree Programme.

Numerical Marking

<u>Division</u>	<u>Percentage of Marks</u>
I st Division with Distinction (if applicable)	75 % and above
I st Division	60 % and above but less than 74 %
II nd Division	50 % and above but less than 59 %
III rd Division	36% and above but less than 49%
Fail	Less than 35 %

You are required to score at least 35% marks in both continuous evaluation (assignments) as well as the term-end examination of each course. In the overall computation also you must get at least 35% marks in each course to claim the B.A. degree. The scores of continuous evaluation and term-end examination are not complementary to each other for qualifying in a course. Students who do not qualify in the term-end examination are allowed to take up the Term End Examination in the next year. It means you can take the TEE of the first year courses in the second year of your study. But you can appear in the examination for not more than 48 credits in one TEE. Similarly, the first and second year courses can be carried over to the third year.

6.1 Assignments

Assignments constitute continuous evaluation. The marks that you secure in the assignments will be counted in your final result. As mentioned earlier, an assignment of a course carries 30% weightage. You are therefore advised to take your assignment seriously. A simple omission on your part may put you at great inconvenience later.

For each course of this programme, you have to do Tutor Marked Assignments (TMAs) depending upon the nature of the course. The TMA for each semester can be downloaded from the Student Zone of the University website. You have to complete the assignment within the due dates specified in the assignment booklet. **You will not be allowed to appear for the term-end examination for any course if you do not submit the assignment in time for that course.** If you appear in the term-end examination without submitting the assignments, the result of the term-end examination is liable to be cancelled. Ensure that your assignment responses are complete in all respects. Before submission, you should ensure that you have answered all the questions in all assignments. Incomplete assignment responses may affect your grades adversely. The main purpose of TMA is to test your comprehension of the learning materials you receive from us and also to help you get through the courses.

You can download the assignments from the website Link:
<https://webservices.ignou.ac.in/assignments/Bachelor-Degree/Bachelor.htm>

The evaluators/academic counselors return them to you with their comments and marks after correcting the assignments. The comments will guide you in your study and help in improving your performance. It is therefore important that you collect the evaluated TMA along with a copy of the assessment sheet containing the comments of the evaluator on your performance.

The content provided in the printed course materials should be sufficient for answering the assignments. Please do not worry about the non-availability of extra reading materials for working on the assignments. However, if you have access to other books, you may make use of them. The assignments are designed in such a way as to help you concentrate mainly on the course material and utilize your personal experiences as well.

You have to submit your assignment response sheets to the Coordinator of the Study Centre assigned to you. **For your own record, retain a copy of all the assignment responses which you submit to the Coordinator.** If you do not get back your duly evaluated tutor marked assignments along with a copy of the assessment sheet containing comments of the evaluator on your assignment within a month after submission, please try to get it personally from your Study Centre. This may help you to improve upon future assignments. Keep duplicate copies of assignment responses of TMAs submitted to Study Centers. They may be required to be produced at Student Evaluation Division on demand. Also, maintain an account of the corrected assignment responses received by you after evaluation. This will help you to represent your case to the University in case any problem arises.

If you do not get a pass marks in any assignment, you have to submit it again. Get fresh assignments from the Student Zone tab of the University website. However, once you get the pass mark in an assignment, you cannot re-submit it for improvement of marks. Assignments are not subject to re-evaluation except for factual errors, if any, committed by the evaluator. The discrepancy noticed by you in the evaluated assignments should be brought to the notice of the Coordinator of the Study Centre so that the correct score is forwarded by him/her to the Student Evaluation Division at Headquarters. In case you find that the score indicated in the assignment sheet of your Tutor Marked Assignment has not been correctly reflected or is not entered in your grade card, you are advised to contact the Coordinator of your Study Centre with a request to forward the correct award list to the Student Evaluation Division

at the Headquarters.

Do not enclose or express doubts for clarification, if any, about study material or assignment along with the assignment. Send your doubts in a separate cover to the concerned Programme Coordinator at IGNOU, Maidan Garhi, New Delhi - 110068. Give your complete enrolment number, name, address, title of the Course, and the number of the Unit or the assignment, etc. on top of your letter.

SPECIFIC INSTRUCTIONS FOR TUTOR MARKED ASSIGNMENTS (TMA)

- 1) Write your Enrolment Number, Name, Full Address, Signature and Date on the top right hand corner of the first page of your response sheet.
- 2) Write the Programme Title, Course Code, Course Title, Assignment Code and Name of your Study Centre on the left hand corner of the first page of your response sheet. Course Code and Assignment Code may be reproduced from the assignment. The top of the first page of your response sheet should look like this:

ENROLMENT NO.:

PROGRAMME TITLE: NAME:

COURSE CODE: ADDRESS:

COURSE TITLE:

ASSIGNMENT CODE: SIGNATURE:

STUDY CENTRE: DATE:

- 3) Read the assignments carefully and follow the specific instructions, if any, given in the assignment itself about the subject matter or its presentation.

- 4) Go through the Units on which the assignments are based. Make some points regarding the questions and then rearrange those points in a logical order and draw up a rough outline of your answer. While answering an essay type question, give adequate attention to the introduction and conclusion. The introduction must provide a brief interpretation of the question and how you propose to develop it. The conclusion must summarise your response to the question. Make sure that the answer is logical and coherent, and has clear connections between sentences and paragraphs. The answer should be relevant

to the question given in the assignment. Make sure that you have attempted all the main points of the question. Once you are satisfied with your answer, write down the final version neatly and underline the points you wish to emphasize.

5) Use only A-4 size paper for your response and tie up all the pages carefully. Avoid using very thin paper. Allow a 2 cm margin on the left and at least 3-4 lines in between each answer. This may facilitate the evaluator to write useful comments in the margin at appropriate places.

6) Write the responses in your own handwriting. **Do not print or type the answers.** Do not copy your answers from the Units/Blocks sent to you by the University. It is advised to write your answers in your own words as it will help in grasping the study material.

7) Do not copy from the response sheets of other students. If copying is noticed, the assignment will be rejected.

8) Write each assignment separately. All the assignments should not be written in continuity.

9) Write the question number with each answer.

10) The completed assignment should be submitted to the Coordinator of the Study Centre allotted to you. TMAs submitted at any other place will not be evaluated.

11) After submitting the TMA, get the acknowledgement from the Coordinator on the prescribed assignment remittance-cum-acknowledgement card.

12) In case you have requested a change of Study Centre, you should submit your TMA only to the original Study Centre until the change of Study Centre is notified by the University.

13) If you find that there is any factual error in evaluation of your assignments e.g. any portion of your assignment response has not been evaluated or the total score recorded on your assignment response is incorrect, you should approach the Coordinator of your study centre for correction and transmission of correct score to headquarters.

6.2 Term End Examination

As stated earlier, the Term End Examination is the major component of the evaluation system and it carries 70% weightage in the final result. You must fill the Term End Examination Form online before the **last dates i.e. 31st March for June exam and 30th September for December exam** (please check the Ignou homepage: www.ignou.ac.in for latest information). The University conducts term end

examinations twice a year i.e., in June and December. You can take the term-end examination (TEE) only after completing one year of study. The TEE for the 1st, 2nd and 3rd year will be conducted at the end of each year. The TEE for semester 1 and 2 will be held together at the end of the first year. Similarly, the TEE for third and fourth semester (second year course) will be held together at the end of the second year and for fifth and sixth semester (third year course) will be conducted together at the end of third year. If you are unable to appear in any TEE, you may appear in next December or June. A learner is permitted to appear in the TEE, subject to the following conditions:

- Registration for the courses is valid and not time barred.
- Required number of assignments in the course has been submitted by the due date.
- Minimum time to pursue these courses as per the provision of the programme has been completed.
- Examination fee is paid for all the courses in which the learner is writing the examination.

In the case of non-compliance of any of the above conditions, the result of all such courses is liable to be withheld by the University. In case you fail to get a pass score (35% marks) in the Term End Examination, you will have to reappear in the next Term End Examination for that course within the total span of the programme i.e. six years.

Submission of Online Examination Form

The learners are required to fill in the Examination form to appear in the TEE each time i.e. for every exam (June/December) a learner has to apply afresh. Only one form is to be submitted online for all the courses that a learner plans to take in a TEE. To avoid discrepancies in filling up examination forms and avoid hardship in appearing in the TEE, you are advised to:

- 1) Remain in touch with the Study Centre/ Regional Centre/Student Evaluation Division for change in schedule of submission of examination form
- 2) Fill up all the particulars carefully and properly in the examination form to avoid rejection/ delay in processing of the form
- 3) Retain proof of submission of examination form till you download your Hall Ticket.

Examination Fee and Mode of Payment

The schedule for submission of Term End Examination Form is available at the IGNOU website during each session.

Examination Fee: 200/- per theory course*

**(subject to verification from ignou website)*

Mode of Payment

Credit Card/Debit Card/Net Banking

Examination fee once paid is neither refundable nor adjustable even if the learner fails to appear in the examination.

Hall Ticket for Term End Examination

No hall ticket shall be dispatched to the examinees. Hall Tickets of all examinees are uploaded on the University website 7-10 days before the commencement of the Term End Examinations. Students are advised to take the print out of the Hall Ticket from the University website after entering the enrolment number and name of the programme of study, and report at the examination centre along with the Identity Card issued by the University attested by the Director of the Regional Centre. Without a valid IGNOU Student ID Card issued by the Regional Centre/University, examinees will not be permitted to appear in the examination. **Every student must bring his/her identity card for appearing in the TEE along with the Hall Ticket.** Students will be allowed to appear in the TEE for those courses only for which registration is valid and the prescribed minimum duration of study is completed. In case a learner has misplaced the Identity Card issued by the University, it is mandatory to apply for a duplicate Identity Card to the Regional Centre concerned well before commencement of the examinations. A learner without a valid ID Card will not be allowed to enter the Examination Centre premises.

Examination Date Sheet

Examination date sheets (i.e. schedule which indicates the date and time of examination for each course) are sent to all the Study Centers a month in advance. These are printed in IGNOU Newsletters and posted. The datasheet is also displayed on www.ignou.ac.in. You are advised to see whether there is any clash in the examination dates of the courses you wish to take, i.e. examination of any two courses you wish to take are scheduled on the same day at the same time. **If there is any clash, you are advised to take the TEE for one course and the other course in the next TEE.**

Declaration of Result

It is your duty to check whether you are registered for a course and whether you are eligible to appear for that examination. If you neglect this and take the examination without being eligible for it, your

result will be cancelled. All efforts are made to declare the results well before the deadline for submission of Examination Form for the next TEE. In case the result of a course is not declared, you should fill the Examination Form for that course without Examination Fee. In case you appear in the TEE of that course, you have to send a demand draft (drawn in favour of IGNOU, New Delhi) of requisite amount to the Registrar, Student Evaluation Division (SED) Division, New Delhi, failing which your result of that course will not be declared.

Early Declaration of Result

In order to facilitate learners who have secured admission for higher studies or been selected for employment, etc. and are required to produce a statement of marks/grade cards by a specified date, the University provides for early declaration of result. The learner can apply for early processing of his/her answer scripts and declaration of result. Such a student is required to apply on the prescribed form (available on the University website) along with

- i) fee of Rs 1000/- per course through demand draft drawn in favour of IGNOU and payable at New Delhi, and
- ii) attested photocopy of the admission/employment offer

You must submit the request for early declaration of result before the commencement of TEE, that is, before June 1st or December 1st for June and December TEE respectively. The University in such cases will make arrangement for early processing of answer scripts and declare the result as a special case possibly within a month's time from the conduct of examination.

Re-Evaluation of Examination Scripts

Students who are not satisfied with the marks/grade awarded to them in the TEE may apply in the prescribed form for re-evaluation within one month from the date of declaration of results, i.e. the date on which results are made available on the University website, on payment of Rs 750/-per course through demand draft drawn in favour of IGNOU and payable at New Delhi. The better of the two scores of original marks/grade and marks/grade after re-evaluation will be considered and updated in the student's record. Re-evaluation is permissible in TEE only and not in practical, project report, workshop, assignment, tutorials, seminar, etc. A sample application form with rules and regulations for this purpose is available on the University website.

Improvement in Division/Class

Students of the Bachelor's Degree Programme who have completed the programme and wish to improve their Division/Class may do so by appearing in TEE. Only those students of the programme who fall short of less than 2% marks to secure 2nd and 1st division are eligible for re-examination. Students may apply in the prescribed form from 1st to 30th April for June TEE and from 1st to 31st October for December TEE (or as notified by the University) along with a fee of Rs 750/- per course by means of a demand draft drawn in favour of IGNOU and payable at New Delhi. Improvement is permissible in TEE only and not in Practicals/Lab courses, Project, Workshop, Assignment, Seminar, tutorials, etc. Students wishing to improve their marks will have to apply within six-months from the date of issue of final statement of marks/grade card to them, subject to the condition that their registration for the programme/course being applied for improvement, is valid till the next TEE in which they wish to appear for improvement. Rules and regulations in detail for this purpose are available on the University website.

Obtaining Photocopy of Answer Scripts

After the declaration of result, if the learner is not satisfied with the marks awarded, s/he can make a request to the University for obtaining Photocopy of Answer Scripts on payment of Rs 100/- per course. The request for obtaining Photocopy of Answer Scripts by the student must be made within 45 days from the date of declaration of result to the Student Evaluation Division, IGNOU, New Delhi in the prescribed format along-with a fee of Rs 100/- per course in the form of a Demand Draft in favour of IGNOU, payable at New Delhi. While communicating with the University regarding examinations please write your enrolment number, complete address and mobile number clearly. In the absence of such details, the Student Evaluation Division will not be able to attend to your problems.

7. OTHER USEFUL INFORMATION

Scholarships and Reimbursement of Fees

Reserved categories viz., scheduled caste/scheduled tribe and learners with physical disability, have to pay the fees at the time of admission to the University along with other students. Learners with physical disability admitted to IGNOU are eligible for Government of India scholarships. They are advised to collect the scholarship forms from the Directorate of Social Welfare or Office of the Social Welfare Officer of the State Government concerned and submit the filled-in forms to them through the Regional Director concerned of IGNOU to SRD. Similarly, for reimbursement of programme fees SC/ST students have to submit their forms to the Directorate of the Social Welfare or Office of the Social Welfare Officer

of the respective State Government through the Regional Director concerned of IGNOU.

Change or Correction of Address

There is a printed form for the change/correction of address/name. A copy of the same is available online on the university website under Student Zone. In case there is any correction or change in your address, you are directed to make use of that form addressed to the Registrar, Student Registration Division (through Regional Director concerned). You are advised not to write letters to any other officer in the University in this regard. Normally, it takes four to six weeks to effect the change. Therefore, you are advised to make your own arrangements to redirect the mail to the changed address during this period.

Change of Study Centre

A student is required to opt for only such study centres which are activated for the programme. As far as possible, the university will allot the study centre opted for by the student. However, the university may change the study centre at its convenience without concurrence of the student at any time. For the purpose of change of Study Centre, you have to send a request to the Director of your Regional Centre. A copy of the same may be sent to the Student Evaluation Division at the headquarters. Counselling facilities for a programme may not be available at all the Centres. Therefore, you are advised to make sure that counselling facilities are available for the programme you have chosen at the new Centre opted for. As far as possible, the request for change of Study Centre is considered favourably. However, the allotment of a new Study Centre is subject to availability of seats for the programme at the new Centre asked for.

Change of Regional Centre

If you want to transfer from one region to another, you have to send your application seeking transfer to the Regional Centre from where you are seeking a transfer marking copies to the Regional Centre where you would like to be transferred to. Further, you have to obtain a certificate from the Coordinator of the Study Centre from where you are seeking transfer regarding the number of assignments submitted. The Regional Director from where the learner is seeking the transfer will transfer all records including details of fee payment to the new Regional Centre under intimation to the Registrar, Student Registration Division (SRD) and the learner as well. In case a learner is keen for transfer from Army/Navy/ Air Force Regional Centre to another Regional Centre of the University during the cycle/session, s/he would have to pay the fee-share money to the Regional Centre. In case the learner seeks transfer at the beginning of

the session/cycle, the required programme course fee for the session/cycle shall be deposited at the Regional Centre. However, the transfer shall be subject to availability of seats wherever applicable.

Issue of Duplicate Grade Card/Mark sheet

A duplicate Grade Card is issued after a request is made on the prescribed form along with a draft of Rs 200/- to be paid in favour of IGNOU, New Delhi. The form for the purpose is available on the IGNOU website.

Issue of Duplicate Degree Certificate

A duplicate degree certificate can be issued after a request is made on the prescribed form along with a demand draft of Rs 750/- in favour of IGNOU, New Delhi. The following documents are required to be attached with the requests for issue of duplicate degree certificate:

- 1) Affidavit on non-judicial stamp paper of Rs 10/-.
- 2) Copy of FIR lodged with the police station regarding loss of Degree Certificate.
- 3) Demand Draft/IPO for requisite fee.

The form and the format for the purpose is given on the University website.

Re-admission

If you are not able to complete the programme in a maximum of 6 years, the University has made a special provision for re-admission. You have to take the following two steps for re-admission:

- a) Take admission afresh in the Programme like other students by fulfilling the admission criteria and paying requisite fee for the Programme.
- b) Apply to the University for the transfer of credits you have earned under the old enrolment with applicable fee. Full credit transfer may be allowed if the current syllabus and methodology is similar to that governing the student under the old enrolment.

Simultaneous Registration

A learner is permitted to register for only one programme in the given academic session. However, you are allowed to take a certificate programme of 6 months duration along with other programmes.

Violation of this rule will result in cancellation of admission to all the programmes and forfeiture of the programme fees.

Migration Certificate

For Migration Certificate, requisition may be sent to the Regional Director along with the following documents:

- 1) Application (can be obtained from the IGNOU website)
- 2) Attested copy of the marksheet
- 3) Fee of Rs 500/- in the form of demand draft drawn in favour of IGNOU payable at the city where the Regional Centre is located.

Refund of Fees

The refund request will be considered as under:

- a) Before the last date for submission of admission form, the Programme fee will be refunded after deduction of Rs.200/-.
- b) Within 15 days from the last date for submission of admission form, the Programme fee will be refunded after deduction of Rs.500/-.
- c) Within 30 days from the last date for submission of admission form, the Programme fee will be refunded after deduction of Rs 1,000/-.
- d) After 30 days from the closure of the last date, no refund will be made.
- e) The last dates for submission of admission form will be considered separately i.e. last date without late fee and last date with late fee. However, late fee, if any, will not be refunded.
- f) In cases of (a) to (c) above, the candidate will make a written request to the Regional Director (RD) concerned for such a refund. The Regional Centre (RC) will process the cases as soon as possible after ascertaining the credit of the same in IGNOU Accounts.

Disputes on Admission and other University Matters

The place of jurisdiction for filing of a Suit, if necessary, will be only at New Delhi/Delhi.

SOME USEFUL ADDRESSES

During the course of your study you might require some additional information about rules and regulations as well as how to resolve some of the issues in completing your studies at IGNOU. You must know whom to contact for specific information. Here is a list of addresses and contact numbers and emails of offices in the University to contact for specific information or problem.

1. Identity Card, Fee receipt, Bonafide Certificate,
Migration, Scholarship Forms

Regional Center Concerned

2. Non-receipt of study material
and Distribution Division

Material Production

3. Schedule/information regarding Exam form,
Entrance test, Date-sheet, IGNOU Hall ticket

Asst. Registrar (Exam-II), SED,
Block-12, IGNOU, Maidan Garhi,
New Delhi-110068E-mail:
evaluationsed@ignou.ac.in, Ph.
29536743, 29535924-32 / Extn-
2202, 2209

4. Result, Re-evaluation, Grade Card, Provisional Certificate,
Early declaration of Result, Transcript

Dy. Registrar (Exam.III), SED,
Block-12, IGNOU, Maidan
Garhi, New Delhi-110068E-mail
sedgrievance@ignou.ac.in Ph.
29536103, 29535924-32/Extn.
2201, 2211, 1316

5. Non- reflection of Assignment Grades/Marks

Asst. Registrar (Assignment),
SED, Block-3, Room No-12,
IGNOU, Maidan Garhi, New
Delhi-110068E-mail :
assignments@ignou.ac.in Ph.
29535924, Extn-1312, 1319,
1325

6. Original Degree/ Diploma/ Verification of Degree/Diploma

Dy. Registrar (Exam.I), SED,
Block-9, IGNOU, Maidan Garhi,
New Delhi-110068E-mail
evaluationsed@ignou.ac.in
Ph.29535438, 29535924-
32/Extn-2224, 2213

7. Student Grievances related to evaluation

Asst. Registrar (Student Grievance), SED, Block-3, IGNOU, Maidan Garhi, New Delhi-110068 E-mail sedgrievance@ignou.ac.in Ph. 29532294, 29535924-32/Extn-1313

8. Academic content

Programme Coordinator

9. Student Support Services and Student Grievances

Regional Director, Student Service Centre, IGNOU, Maidan Garhi, New Delhi-110068 E-mail ssc@ignou.ac.in Ph. 29535714, 29533869, 2953380 Fax-295331291

Most of the operations of the University are online. Wherever you are required to submit a hard copy, the University has made available different application forms on its website. Download these forms from the Student Zone of the University website.

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THE PEOPLE'S
UNIVERSITY

PART II

B.A.MSME

SYLLABI OF COURSES



1. Programme Structure:

1 st Year (40 Credits)		
Course Code	Course Title	Credits
Semester I		
BGLA -136	English at work place	6
BTMC-134	Entrepreneurship and Small Business	6
BECC-101	Introductory Microeconomics	6
Semester II		
BCOLA -138	Business Communication	6
BCOC-131	Financial Accounting	6
BEVAE- 181	Environmental Studies	4
BEDSV-101	Value Education	6
2 nd Year (40 Credits)		
Semester III		
BERC-131	CSR Projects and Programmes	6
BCOC -132	Business Organization and Management	6
BEGAE-182/ BHDAE-182	English Communication skills OR Hindi Bhasha OR MIL	4
BPCS -186	Managing Stress	4
Semester IV		
BERC-132	IPR for MSME'S and Start-ups	6
BCOE -141	Principals of Marketing	6
BCOS-185	Entrepreneurship	4
BCOS-183	Computer Application in Business	4
3 rd Year (40 Credits)		
Semester V		
BERC-133	MSMEs and Rural India	6
BERE-141	Institutional Support to MSMEs	6
To be announced	MSMEs in India: Documentation and Compliance	4
BPAS-184	Logistics Management	4
Semester VI		
BERE-143	Traditional & Rural Enterprise	6
BERE-144	Entrepreneurial Sectors	6
BCOS-184	E-commerce	4
To be announced	Human Resource Management In MSMEs	4

2. Syllabi of Courses across Semesters

B.A (VS) MSME –Three years (Six Semester) CBCS (132 Credits)

Detailed Course Structure

Semester 1

1. BEGLA- 136 English at the Workplace: (6 credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/56579>

Exploring the Job Market - Profiling Oneself for the Job; Searching for a Job; Responding to Job Advertisements; Preparing for the Job

Preparing For Job Interviews - Using Body Language Effectively; Portfolio Making; Writing Your Curriculum Vitae (CV); Preparing to Face an Interview

Skills for the Workplace - I- Etiquette, Cultural Awareness and Gender Perceptions; Understanding Customers; Essentials of Customer Service; Work Ethics

Skills for the Workplace- II- Participating in Discussions; Making Presentations; Writing Business Letters; Writing Business Emails

2. BTMC-134 Entrepreneurship and Small Business:(6 credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/56546>

An Overview of Entrepreneurship; Creativity and Innovation; Entrepreneurial Competencies; Dimensions and Forms of Entrepreneurship; Business Ideas; Preparation and Development of Business Plan-I; Preparation and Development of Business Plan-II; Business Plan Feasibility-I, Business Plan Feasibility-II; Entrepreneurial Support System; Preparing a Start-Up; Start-Up Initiatives; Contract Management; Mobilizing Financial Resources; MSMEs In India; Family Business & Succession Planning in India; Management of MSMEs- I; Management of MSMEs – II

3. BECC-101 Introductory Microeconomics: (6 credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/67469>

Introduction- Introduction to Economics and Economy; Demand and supply analysis; Demand and supply in practice *Theory of Consumer Behaviors*- Consumer behavior: cardinal approach; Consumer behavior: ordinal approach *Production and Costs*- Production with one variable input; Production with two and more variable inputs; the cost of production

Market structure- Perfect competition: firm and industry equilibrium; Monopoly: price and output decisions; Monopolistic competition: price and output decisions; Oligopoly: price and output decisions

Factor Market- Factor market and pricing decisions; Labor market; Land market *Welfare, Market failure and the role of Government* - Welfare allocative efficiency under perfect competition; Efficiency of the market mechanism: market failure and the role of the state

Semester 2

1. **BCOLA -138 Business Communication: (6 credits)**

Link of SLM: <https://egyankosh.ac.in/handle/123456789/72739>

Basic Concepts of Business Communication - An Introduction to Communication; Types of Communication; An Introduction to Business Communication ;Purpose of Business Communication Channels of Business Communication

Business Correspondence - Principles of Letter Writing; Business Correspondence-I; Business Correspondence-II; Meetings-I; Meetings-II

Report Writing- Business Reports; Process of Writing a Report; Précis Writing

Vocabulary for Business Writing- Some Business Terms-I; Some Business Terms-II; Words Often Confused; Words Often Misspell

Conferencing and Preparing for Job Market- Voice Mail, Video Conferencing and Conference Calls; Preparing for Job Market

2. **BCOC-131 Financial Accounting: (6 credits)**

Link of SLM: <https://egyankosh.ac.in/handle/123456789/52493>

Theoretical Framework- Nature and Scope of Accounting; Accounting Process and Rules; Accounting Principles; Accounting Standards

Accounting Process -Journal and Ledger; Subsidiary Books; Trial Balance

Final Accounts –Depreciation; Final Accounts-I; Final Accounts-II

Hire Purchase and Inland Branches- Hire Purchase Accounts I; Hire Purchase Accounts-II; Branch Accounts-I, Branch Accounts-II

Consignments and Joint Ventures- Consignment Accounts – I; Consignment Accounts – II; Joint Venture Accounts *Computerized Accounting*- Introduction to Computerized Accounting and Creation of Company; Creating Masters; Voucher Entries and Invoicing; Preparation of Reports

3. **BEVAE-181 Environmental Studies: (4 credits)**

Link of SLM: <https://egyankosh.ac.in/handle/123456789/61136>

An Introduction to Environment and Environmental Studies- Our environment; Ecosystems; Major ecosystem *Natural Resources*- Land and water resources; Forest resources; Biodiversity: value and services; Energy resources *Environmental Issues and Concerns*- Biodiversity: Threats and Conservation; Environmental Pollution and Hazards; Waste Management; Global Environmental Issues

Protecting Our Environment: Policies and Practices - Environmental Legislation; Human Communities and Environment; Environmental Ethics

4. **BEDSV-101 Value Education: (6 credits)**

Link of SLM: <https://egyankosh.ac.in/handle/123456789/106015>

CONCEPTUAL FRAMEWORK: Social Malaise and the Need for Value Education, Concept of Morality and Moral Education, Dimensions of Morality, Pillars of Democracy: Living in peace and Harmony **CHANGING CULTURE AND HUMAN VALUES:** Indian Culture and Human Values, Values Enshrined in Indian Philosophy, Cultural Pluralism in Indian Society, Values for Sustainable Development **THEORETICAL FOUNDATIONS:** Theories of Goodness, Theories of Conduct, Reason and Emotions in Human Conduct, Character and Personality **SOCIAL DYNAMICS AND VALUE DEVELOPMENT:** Process of Socialization, Social Interaction and Human Values, Values: Conflict and Resolution, Process of Human Adjustment **SOCIAL LINKAGES:** Value Development through Social Institutions; Family and Neighborhood, School and Peer, Role of Parents, Influence of Media on Value Development

1. BERC-131: CSR Projects & Programmes :(6 credits)

Link: <https://egyankosh.ac.in/handle/123456789/100686>

CSR Perspective in Indian Context -CSR: An Overview; CSR Policy & Rules related Guidelines; Companies Act, 2013; Difference between Not for Profit and Society registration and its implications

Thematic Areas for CSR Projects I- Improving Quality of Life; Poverty Alleviation; Livelihood and Employment Generation; Education and Skill Development

Thematic Areas for CSR Projects II- Environment Protection and Biodiversity Conservation; Access to Quality Health Services & Sanitation; Empowerment of Women and Gender Equality; Technology Incubation, Promotion of sports; Sustainable Urban and Rural Communities

CSR Programme Planning- CSR Programme Planning; Stakeholders Engagement and Participation; Use of Participatory Methods; Creating Local Bodies and Self Help Groups

Formulation and Management of CSR Programmes- CSR Project Formulation; CSR Project Appraisal; CSR Project Management; Corporate Foundations

Monitoring and Evaluation of CSR Programmes- Monitoring of CSR Projects; Social Audit; CSR Audit; Evaluation of CSR Projects – Impact Assessment and Social Cost Analysis; Case Studies

2. BCOC-132 Business Organization and Management: (6 credit)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/53124>

Business Enterprises - Forms of Business Organization-I; Forms of Business Organization-II; Public Enterprises; International Business: Multinational Corporation

Management, Organisation and Control - Planning and Decision Making; Organizing; Departmentation and Forms of Authority Relationships; Delegation of Authority and Decentralization Control

Communication, Motivation and Leadership - Communication and Coordination; Motivation; Leadership; Team Building

Functional Areas of Management -Marketing Management; Financial Management; Human Resource Management

3. BEGAE- 182 English Communication Skills: (4 credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/61313>

Understanding Communication- The Process of Communication; the Globalization of Communication: A Global Village; Verbal and Non-Verbal Communication

Listening and Speaking in Informal and Formal Contexts- Informal Interpersonal Functions; Making Enquiries/Asking Questions; Group Discussions and Meetings; Presentation Skills: Essentials of Presentation Skills

Reading and Writing Skill- The Reading Skill; Vocabulary Development; the Writing Skill: Some Basic Guidelines; the Language of Formal Letters

4. BPCS - 186 Managing Stress : (4 credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/72255>

Introduction to Stress – Stress: An Introduction; Models of Stress; Factors Contributing to Stress Proneness; Effect of Stress.

Stress Management- Coping with Stress; Stress Management Techniques I; Stress Management Techniques II; Stress Management Technique III

1. BERC-132 IPR FOR MSME'S AND STARTUPS: (6 credits)

Link of SLM: <https://egyankosh.ac.in/BERC-132>

FOUNDATION OF IPR- General Overview of IPRs; History and Evolution of IPR; Copyright And-Related Rights
PATENTS, FILING & COMMERCIALIZATION-Patent- Overview & Particulars (do's & don't; eligibility, rights); Patents Information & Search; Procedure for Obtaining a Patent in India; Commercialization of patenting
INDUSTRIAL DESIGNS- Scope of Industrial Design Protection; Registration of the Design; Rights of Registered Designs; Infringement and Remedies; HEGG Agreement; positive & negative lists
TRADEMARKS- Trademarks and Service Marks – An Introduction; Trademark Protection in India Assignment and Licensing of Trademark; Service Marks - Remedies and Infringement
BASICS OF COPYRIGHT- Scope of Copyright; Different Rights; Ownership and Duration; Exceptions and Limitations
DOMAIN NAMES, TRADE SECRETS & MANAGEMENT OF IPR- Internet and Domain Names; Trade Secret-Concept and Modes of Protection (TCE); Approaches for Intellectual property management; Valuation of Intellectual property; Global Patenting

2. BCOE 141- Principals of Marketing : (6 credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/78907>

BASIC CONCEPTS OF MARKETING: Nature and Scope of Marketing, Marketing Environment ,Markets and Market Segmentation, Consumer Behaviour
PRODUCT: Product Concepts and Classification New Product Development and Product Life Cycle, Branding and Packaging
PRICING :Objectives and Methods Discounts and Allowances, Regulation of Prices
DISTRIBUTION: Channels of Distribution I, Channels of Distribution II, Physical Distribution
PROMOTION: Promotion Mix, Personal Selling and Sales Promotion, Advertising and Publicity
SERVICES MARKETING AND EMERGING ISSUES: Services Marketing, Rural Marketing, Emerging Issues in Marketing- I, Emerging Issues in Marketing- II

3. BCOS 185- Entrepreneurship: (4 credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/79259>

ENTREPRENEURSHIP - A PERSPECTIVE: An Introduction to Entrepreneurship, Entrepreneurial Eco-system, Dimensions of Entrepreneurship, Entrepreneurial Competencies
BUSINESS IDEA SELECTION AND FEASIBILITY: Business Opportunity Identification and Selection, Market Research, Business Plan Preparation, Business Plan Feasibility, Business Plan Implementation
MOBILISING RESOURCES AND START-UP: Start-up Initiatives, Mobilising Financial Resources, Mobilising Non-Financial Resources
ENTREPRENEURSHIP AND MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs): Entrepreneurship Development and MSMEs, Family Businesses in India, Success Stories

4. BCOS -183 Computer Application in Business: (4 credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/66996>

Fundamentals of Computers- Introduction to Computer; Application of Computers; Web Applications; Basics of Computer Software
Data Handling- Business Information System; IT Security Measures in Business; Internet Services and E-mail Configuration; Plastic Money, E-Wallet and Online Pay
Word Processing- Basics of Word Processing; Working with Word Processing; Advanced Tools Using Word Processing; Creating Business Documentation
PowerPoint Presentation and Multimedia- Working with PowerPoint; Multimedia, Video-Making and You Tube; Creating Business Presentation
Spreadsheets and Business Applications- Spreadsheets Concept; Formulas and Functions; Graphical Presentations of Data; Advanced Options in Spreadsheets; Creating Business Spreadsheets

Semester 5

1. BERC 133: MSMEs and Rural India: (6 credits)

Link of SLM: <https://egyankosh.ac.in/BERC-133>

Rural Resources: Identifying Local Needs for MSMEs, Identifying Local Resources, Tapping the Local Potential **Resource Utilization and Advertising:** Rural Resources and Employment Generation through MSMEs, Resource Utilization and Wastage, Networking and Advertising the product

Rural Traditional Skills: Identifying Traditional Culture, Exploring the rural market, Types of rural enterprises **Rural Ecosystem and Schemes:** Panchayati Raj, Incentives at District Level, Institutional Support & Schemes, Government Schemes for Rural Enterprises (ASPIRE)

Technology Advancements: Understanding the need for Technology, Technology transfer to rural areas, Innovation in traditional market, Understanding Case Studies

2. BERE 141: Institutional Support to MSMEs: (6 credits)

Link of SLM: <https://egyankosh.ac.in/BERE-141>

Institutional Support Mechanism – I: MSME Development Act, Act 2006; Facilities and Incentives by National Level Agencies; Facilities and Incentives by State Level Agencies; Facilities and Incentives by District Level Agencies **Institutional Support Mechanism – II:** Institution For Entrepreneurship Development & Training; Institution for Technology Upgradation (Tool Rooms and Technology Centres); RBI Guidelines for Commercial Banks; Lending by Commercial and Development Banks **Institutional Support Schemes – I** (Schemes For Credit & Financial Assistance): Equity Fund Scheme; Credit Guarantee Trust Fund Scheme; SIDBI Schemes for MSMEs; Prime Minister's Employment Generation Programme (PMEGP)

Institutional Support Schemes –II (Schemes For Skill Development & Technology Upgradation): A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE); Entrepreneurship & Skill Development Programme (ESDP); MSME Champions Scheme

Institutional Support Schemes –III: Marketing Assistance Schemes For MSMEs And Start-Ups by NSIC; the National SC-ST HUB Scheme; Schemes for MSMEs and Start-Ups in North East Region

3. MSMEs in India: Documentation and Compliance: (4 credits)

Link of SLM: <https://egyankosh.ac.in/>

MSMEs IN INDIA- Evolution Of MSMEs In India; Setting Up Of MSMEs; Documentation Of MSMEs

MSME'S: LEGAL AND ADMINISTRATIVE COMPLIANCES - Issues And Challenges In Msmes; Legal compliances; Administrative compliance **MSME: International Business Operations-** International Business Environment; Entry modes; Export Procedures- I; Export Procedures –II

TERMS OF PAYMENT AND EXPORT FINANCE - Terms Of Payment; Custom Clearance; Export Documentation

4. BPAS-184 Logistics Management: (4 Credits)

Link of SLM: <https://egyankosh.ac.in/handle/123456789/72269>

Introduction to Logistics Management- Logistics: Concept, Principles and Form; Logistics Management: Conceptual Framework, Scope and Importance; Logistics and Supply Chain Management- Inter-relationship; Logistics Management Cycle **Logistics Management: Components-** Procurement of Material and Inventory Control; Material Handling and Packaging; Transportation, Warehousing and Storage; Information Monitoring; Logistics Information System **Logistics Management: Emerging Trends** - Customer Satisfaction; Green Logistics; Outsourcing Logistics Management: Issues; Effective Logistics Management: Challenges

Semester 6

1. BERE 143: Traditional and Rural Enterprise: (6 credits)

Link of SLM: <https://egyankosh.ac.in/BERE-143>

Traditional Handicrafts: Scope of traditional handicrafts, Innovation in traditional crafts, Use of social media for advertising of Products, Regional Crafts Potential and Case Studies

Plant Based Enterprises: Agri-enterprises, Organic Farming, Floriculture

Farm Based Enterprises: Dairy Farming, Food Processing, Milk Processing

Animal Husbandry based Enterprises: Poultry Farming, Sheep and Goat Farming, Pig Farming

Environment related Enterprises: Eco-friendly enterprises, Recycling of bio-products, Renewable energy enterprises, Waste Management Avenues

2. BERE 144: Entrepreneurial Sectors: (6 credits)

Link of SLM: <https://egyankosh.ac.in/BERE-144>

Introduction to Urban India: Indian population and occupation scenario, Resource Identification and Utilization, Market Analysis for planning MSMEs, Social benefits in setting up MSMEs

MSMEs in Semi-urban Areas: Understanding the needs of semi-urban areas, Resource availability and entrepreneurial prospects, Innovations and Case Studies, Marketing and Social Networking

MSMEs in Urban Areas: Overview of Urban set-ups, Identifying areas of entrepreneurship, Resource requirements in various sectors, Planning and forecasting

Energy and Environment sector: Introduction to Energy sector, Renewable Energy Sector MSME Avenues, Non-renewable Sector Employment Opportunities, Green buildings and Upcoming Business Ventures

Tourism and Food sector: Introduction to Tourism Industry, Micro Small and Medium level enterprises in tourism, Case Studies of MSMEs in Tourism, Micro level enterprises in food sector, Small and Medium enterprises in food sector

3. BCOS- 184 E-commerce: (SEC of 4 Credits)*

Link of SLM: <https://egyankosh.ac.in/handle/123456789/72073>

Basics of Ecommerce- Introduction to E-commerce; Commerce Business Models; Technology used in E-Commerce; Electronic Governance **E-Payments system** - E-Payments; Banking

Website Development & Hosting - Website Development; Electronic Commerce Software; Web Server Hardware and Software **Cyber Security & IT Act-** Cyber Security; Cyber Security Measures; IT Act 2000

Online Portal & Application- E-Tailing; E-Services; App Based Commerce

4. Human Resource Management In MSMEs: (4 credits)

Link of SLM: <https://egyankosh.ac.in/>

Human Resource Management: Concept and Evolution of HRM, Functions of HRM, Human Resource Planning, Recruitment and Selection

Performance and Compensation Management: Performance Appraisal, Compensation and Rewards Management, Career Development

Human Resource Development: HRD - An Overview, HRD Processes and Methods, Counseling Coaching and Mentoring, Training and Development **Case Studies on HRM in MSMEs:** Human Resource Management In MSMEs, Changing role of Gender In MSMEs: Women Entrepreneur,

Training and Development of Personnel in MSMEs, Issues in Performance Appraisal in MSMEs

2. Addresses and Codes of Regional Centers

For details regarding addresses and codes of Regional Centers please visit : <http://www.ignou.ac.in/ignou/aboutignou/regional/website> and

<https://ignouadmission.samarth.edu.in/index.php/site/programme-detail?id=7f27494bd686a17f2f2f821a5d77369dd545b4fa185ac741969d67580a06df201704>

3. For Admission and Study Centers

Please Visit Programme link of BAMSME:

<https://ignouadmission.samarth.edu.in/index.php/site/programme-detail>

