

## SMALL BUSINESS MANAGEMENT

<b>Subject Ref. No.</b>	<b>:</b>	<b>MANB504D</b>	<b>No. of Credits</b>	<b>:</b>	<b>4</b>
			<b>No. of Periods / Week</b>	<b>:</b>	<b>4</b>
			<b>Assignments / Sessional</b>	<b>:</b>	<b>20</b>
			<b>Semester Examination</b>	<b>:</b>	<b>80</b>

### **Unit 1: Overview of Small, Medium & Large Industries**

- Small Business: An Introduction
- Significance of Small Business to the Economy
- Overview of Small, Medium and Large Industries

### **Unit 2: Strategic Frameworks for Decision**

- Vision, Mission, Objective and Goal
- Porter's 5-Forces Model
- SWOT Analysis
- Competitive Strategies
- Value Chain Analysis

### **Unit 3: Entrepreneurial Orientations**

- Selection Process and Technologies
- Optimisation of Costs
- Financial Statement Analysis
- Growth Strategies

### **Unit 4: Managing People for Performance**

- Manpower Planning for Recruitment and Selection
- Training and Development
- Performance Appraisal: Tools and Techniques
- Employment Relations

### **Unit 5: Managing People for Performance**

- Image Building Mechanism