

**B.A. (Vocational Studies): Micro, Small  
and Medium Enterprises  
(CBCS Scheme)**

**SOVET, IGNOU  
Dr.Rachna Agarwal &  
Dr.Geetika S Johry**

# Introduction

- Micro, Small and medium enterprises play a crucial role in providing large employment opportunities at a comparatively lower capital cost than large industries
- MSMEs are complementary to large industries as ancillary units and this sector contributes significantly in the inclusive industrial development of the country.
- India has approximately 6.3 crore MSMEs. As per the MSME Ministry data the Udyam Registration portal registered 30,00,822 MSMEs, as on May 16, 2021. The break-up of registered micro, small and medium enterprises in the country stood as follows:
  - Micro: 28 lakh (93%)
  - Small: 1.78 lakh (6%)
  - Medium: 24,657 (1%)

According Revised Classification applicable w.e.f 1st July 2020, MSMEs are defined on the basis of Composite Criteria: Investment in Plant & Machinery/equipment and Annual turnover as under:

<b>Composite Criteria: Manufacturing Enterprise and Enterprises rendering services</b>		
<b>Classification</b>	<b>Annual Turnover</b>	<b>Investment</b>
<b>Micro</b>	Not more than Rs. 5 crore	Investment in Plant and Machinery or Equipment: Not more than Rs.1 crore
<b>Small</b>	Not more than Rs. 50 crore	Investment in Plant and Machinery or Equipment: Not more than Rs.10 crore
<b>Medium</b>	Not more than Rs. 250 crore	Investment in Plant and Machinery or Equipment: Not more than Rs.50 crore

- The Indian MSMEs sector contributes about 29% towards the GDP through its national and international trade. MSMEs are also being encouraged to market their products on the e-commerce site, especially through Government e-Marketplace (GeM), owned and run by the government, wherefrom Ministries and PSUs (public sector undertakings) source their procurement.
- The Government of India has taken various initiatives for the growth of MSMEs in the country:
  - In Union Budget 2021, the government announced funds worth Rs. 10,000 crores for ‘Guarantee Emergency Credit Line’ (GECL) facility to eligible MSME borrowers, giving a major boost to the sector
  - Budget allocation for MSMEs in FY22 has been doubled to Rs.15,700 crores from an earlier Rs.7,572 crores in FY21

- Government of India has initiated various schemes on Entrepreneurship i.e., start-up India, Incubation, A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE), Coir Industry Technology Upgradation Scheme etc.
- The proposed programme will cater to the present needs of budding entrepreneurs and will aid in developing his/her knowledge and skills to establish a new business venture.
- It will also enhance Individual's innovative knowledge as per industry needs and build individual's core competencies which an entrepreneur should possess while starting an enterprise.

## Objectives of the Programme

- To impart knowledge, skills and competencies for initiating one's own business venture
- To provide Innovative and competency-based approach in the area of entrepreneurship
- To help in generating employment opportunities for others
- To inculcate managerial skills for successful and profitable operation of the enterprise
- To educate in smooth functioning of the enterprise
- To enhance interpersonal skills and leadership skills
- To build Communication, IT, Operational, Marketing skills
- To understand Market demand and accordingly set up a business enterprise

## **Target Group:**

- Those who want to make a career as an entrepreneur and would like to update their existing knowledge and skills in the field of micro, small or medium enterprise.
- Those who are 10+2 passouts in any discipline with/without ITI or vocational training
- Those who want to set up or start their own micro/small or medium enterprise be it from home or a business enterprise in their respective sector (manufacturing or service sector)
- Those who want to join an established enterprise as an employee

# Learning Outcomes

Business skills help to venture into new start-ups and run the enterprise successfully. Therefore, the individual core competencies which one would possess after graduating in the programme would include:

- Recognizing business opportunities
- Market study
- Innovation and implementation
- Planning and designing of a new project
- Exploring Investment opportunities
- Development and maintenance of business
- Marketing and Social networking
- Taxation and obtaining Licenses



# Programme Launch Form Details

- **Launch Session:** July 2022 Session
- **Eligibility:** 10+2 pass outs (any discipline)
- **Medium of Instruction:** English
- **Duration:** 3 Years/6 semesters (Min.) - 6 years Max.
- **Programme Details:** Total credits- 132 credits
- **Fee Structure:** Rs. 5100/- Per Year  
(Total Fee for 3 years = 15,300/-)
- **Expected Enrolment:** 500 per cycle ( $\approx$  1000 Annually)

- **Study Materials:** Ready/ Available (Semester I & II ready); Total 60% is adopted/adapted and rest is being developed.
- **Brochure/Poster :** Ready (attached)
- **Prog. Guide:** Ready E-book:  
<http://online.anyflip.com/pwprj/iepq/mobile/index.html>

**B.A. (Vocational Studies): Small and Medium Enterprises  
Three-Years (6-Semesters) CBCS programme**

**Basic Structure: Distribution of Courses**

1	<b>Core Discipline</b>	12 courses of 6 Credits each (Total Credit= 12X6)	72 Credits
2	<b>Discipline Specific/Elective course DSE</b>	4 courses of 6 credits each	24 Credits
3	<b>Ability Enhancement Compulsory courses (AECC)</b>	2 courses of 4 credits each	8 Credits
4	<b>Skill Enhancement courses (SEC)</b>	4 courses of 4credits each	16 Credits
5	<b>Generic courses/ Project</b>	2 of 6 credits	12 Credits
6	<b>Total credits/ Semester</b>	6 Semesters	132 Credits

<b>Readiness of material for B.A.(VS) MSME</b>		<b>Status</b>	<b><i>Courses Adopted and to be freshly written</i></b>
<b>Total Number of Courses (24)</b>			
<b>I Semester</b>	1. English at work place 2. Entrepreneurship and Small Business 3. Introductory Microeconomics 4. Environmental Studies	All 4 courses Ready in e-format & stored	BEGLA- 136: Adopted, SOH BTMC-134: Adopt SOTHSM BECC-101: Adopted, SOSS BEVAE-181: Adopt
<b>II Semester</b>	1. Business Communication 2. English in Daily Life 3. Financial Accounting 4. English Communication skills OR Hindi Bhasha OR MIL	All 4 courses Ready in e-format & stored	<del>SOTHSM</del> BCOLA-138 : Adopted, SOSS BEGLA-135: Adopted, SOMS BCOC-131: Adopted, SOMS BEGAE-182: Adopted, SOSS OR
<b>III Semester</b>	1. CSR Projects & Programmes 2. Business Organization and Management 3. Business Law 4. Managing Stress	3 courses Ready in e-format & stored	<del>BHRAH 182</del> Freshly written BCOC-132: Adopted, SOMS BCOC 133: Adopted, SOMS BPCS-186: Adopted, SOMS

<b>IV</b>  <b>Semester</b>	1. IPR for MSMEs & start-ups 2. Principals of Marketing 3. Business Environment 4. <b>Project</b>	2 courses Ready in e-format & stored	BERC-132 BCOE- 141:Adapted SOMS ECO- 13: Adopted, SOMS BERGP171
<b>V</b>  <b>Semester</b>	1. <b>MSMEs and Rural India</b> 2. Institutional Support to MSMEs 3. Documentation for MSMEs 4. Logistics Management	I course Ready in e-format & stored	BERC-133 BERE-141 BERE-142 BPAS-184: Adopted, SOSS
<b>VI</b>  <b>Semester</b>	1. <b>Traditional and Rural Enterprises</b> 2. Entrepreneurial Sectors 3. <b>E-commerce/</b> Computer Application in Business 4. HRM and Industrial relation in MSMEs	1 course Ready in e-format & stored	BERE-143 BERE-144 BCOS-184/ BCOS-183 BERG-172

# Evaluation Methodology

Course & Code	Weight age (TEE)	Weight age (Continuous Evaluation)	Weight age (Practical)	Weight age (Project report)	Total
<b>Semester 1</b> 1. English at work place 2. Entrepreneurship and Small Business 3. Introductory Microeconomics 4. Environmental Studies	70%	30%	----	----	100%
<b>Semester 2</b> 1. Business Communication 2. English in Daily Life 3. Financial Accounting 4. English Communication skills	70%	30%	----	----	100%
<b>Semester 3</b> 1. CSR Projects and Prog. 2. Business Org. & Management 3. Business Law 4. Managing Stress	70%	30%	----	----	100%

<b>Semester 4</b> 1. IPR for MSMEs & Start-ups 2. Principals of Marketing 3. Business Environment 4. Project	70%	30%	----	----	100%
<b>Semester 5</b> 1. MSMEs and Rural India 2. Institutional Support to MSMEs 3. Documentation for MSMEs 4. Logistics Management	70%	30%			100%
<b>Semester 6</b> 1. Traditional and Rural Enterprises 2. Entrepreneurial Sectors 3. E-commerce/ Computer Application in Business 4. HRM and Industrial relation in MSMEs	70%	30%	----	----	100%

# Delivery Mechanism

- Study Material: Soft (e-gyankosh) & SLM
- SC/LSC (On offer prog. i.e., B.COM & B.A under CBCS)
- Academic Counseling: At Study Centers + blended approach (IRC, G.D, Meet/zoom/facebook etc.)
- **Study Materials:** Available in soft (Semester I & II ready; 60% is adopted/adapted and rest is being developed)



**Eligibility: 10+2 (Sr. Secondary)** In any discipline from a recognized Board  
**Duration: Minimum- 3 Years; Max.- 6 Years**

**Programme Fee: Rs. 5100/- Per Year**

**Medium: English**

**For Admissions:**

<https://ignouadmission.samarth.edu.in>

**Offered from July 2022**

**Programme Coordinators**

**Dr. Rachna Agarwal**

**Dr Geetika S Johry**

**E-mail:**

[rachna\\_agarwal@ignou.ac.in/](mailto:rachna_agarwal@ignou.ac.in)

[geetikajohry@ignou.ac.in/](mailto:geetikajohry@ignou.ac.in/)

[bamsme@ignou.ac.in](mailto:bamsme@ignou.ac.in)

**For Further information,**

Director, SOVET, Block-15E,  
IGNOU Maidan Garhi New Delhi-

## **Bachelor of Arts (VS) Micro Small & Medium Enterprises – (BAVMSME)**



**Micro, Small  
and Medium  
Enterprises**



**Thank You**