

VAC Name: Planning and Managing Small Businesses (ET-VA-06)



Department of Management Studies
 Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn 2841, Telefax: 0121-3058030, 2439067
SWAMI VIVEKANAND SUBHARTI UNIVERSITY
 (Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



About Swami Vivekanand Subharti University

Swami Vivekanand Subharti University is a University under the section 12(B) of the University Grants Commission Act 1956, set up under the name Vivekanand Subharti Vidyapeeth by the late Swami Vivekanand ji (1863-1902) in Act No. 29 of 2008, approved by the Uttar Pradesh Legislature and provided by the Government of Uttar Pradesh on September 2008.

The University has been established under the aegis of Mahatma Therotha Vivekananda Bhawan Varanasi and Charitable Trust (Vivekanand Subharti Vidyapeeth) Meerut, which has acquired a commendable record of service in the field of Education, Religion, Health care and Social Welfare.

The main campus of the University is in the National Capital Region, strategically situated on National Highway No. 24, in the prime business road Meerut. The campus area called 'Subhartipuram' is spread over a sprawling area of about 250 acres of most comprising of magnificent buildings, lush green areas and vibrant surroundings with over 5000 people, determined to make this a Jewel in the crown of the nation.

The University boasts of highly qualified, dedicated and competent faculty from all over the world. Day after day, it is equipped with latest state-of-the-art equipment and a range of highly sophisticated knowledge resources for teaching and research.

The management of Subharti University has provided an environment fully conducive to the overall development of students, thus maintaining a balance between academic excellence and their profession.

- The University has been awarded the membership of Association of Indian Universities in 2013.
- The University has more than 12 MNPs and has won numerous national and international awards.
- The University has also started a number of courses through Distance Education, approved by Distance Education Board of India (University Board) Government of U.P. (Act No. 11 of 1993).
- The University has been accredited grade 'A' by NAAC in 2018.

About DOMS

The great privilege to be a constituent college of the pre-eminent Swami Vivekanand Subharti University, DOMS (Department of Management & Commerce Education) with the commitment of transforming leadership skill with a sound understanding of domestic and global business complexity, the approach to pedagogy involves role playing case studies, feedback, case business analysis and instrumented feedback with a strong emphasis on theoretical concepts. The intent is to encourage national impact and open doors to the exploration of ideas, research and innovation in global perspective.

Our collaborative approach involves inputs from various departments which gives the benefit of a much wider view and deeper understanding. This is indicated by the success of our alumni who are in positions of leadership in industry & government across the world. The strong alumni network gives students' continued access to education, mentors and careers. Our industry integrated management & commerce program are the most sought after programs.

DOMS research initiative, innovation and thinking outside the box. Our students are individuals of enormous intellectual energy with a talent for collaboration and teamwork. We are a diverse lot, possessing flair and dynamism that develops, in HR, and the service challenges, both inside and outside the classroom.

Corporate recruiters value our graduates for their intellectual abilities, their collaborative conduct, their individuality and their ability to fit the global economy.



Rmsu

**HEAD
DOMS, SITE
Swami Vivekanand Subharti University
MEERUT**

What is a Value Added Course?

Employment is not a linear process that is started working a job for an employer, with several skills. Forward thinking and learning degree programs is an answer to this. Rather than waiting a diploma waiting higher diploma, Value Added Courses give you the extra skills to update your skill set and make a fraction of the time, money and effort. But, the cost of it is worth every penny.

Why should I do a Value Added Course?

Value added courses are the best way to fill the gaps in your knowledge and add competitive edge to your job prospects. It's systems, programs and practices change, making it critical for job seekers to have a range of competencies. Value Added Courses can help you to be a winner. Learning off work a Value Added Course helps you to have a foundation on which to build your career. Many these courses may lead you to your own enterprise or to further qualification, if needed.

Who can take Admission to a Value Added Course?

There are two types of courses being offered - General Interest Courses that are open to all and Subject Specific Courses. You can pursue these courses as per your requirement. Apart from the Subharti University students, non-affiliated students from anywhere working now and onwards in the self-employed, can register for these courses.

How many courses are there?

By the time you complete the program opportunities will come to students, there is a restriction on how many courses a student can take. Many of these courses are offered more than once a year and they can also acquire special certification depending on the goal of a degree program.

Will I get a certificate of Value Added Courses?

The purpose of the Value Added Courses is to make you industry ready. Providing the finishing touches to the knowledge you gain in your degree program, Value Added Courses will polish your skills and enhance your employability. What is more, you may even acquire enough skills to start your own business! The College has a Placement Cell to assist you with your placement. You can register with the cell and receive further guidance and some assistance in seeking jobs. The Cell also facilitates On or Off campus interviews.

How to register for a Course?

The Courses are run by many departments, including Swami Vivekanand Subharti University. Each course has a Coordinator whose names are prominently displayed in the Brochure. You may contact these coordinators in person.

What about the Certification?

Each course has its own governing policies, both practice and theoretical. Successful completion of the course earns you a certificate issued by the College.

Eligibility: Courses are open for all MBA / BBA Students

Schedule of Value Added Courses offered by DOMS (Session: 2018-19)

S. No.	Name of the Value added course	Course Code	Program	Course	Year	Total No. of Hours	Course Coordinator
1	Simulation of Business Systems	ET-VA-01	PG	MBA	2018-19	30	Dr. Padma Mishra
2	E-Commerce	ET-VA-02	PG/UG	MBA/BBA	2018-19	30	Dr. Gaurav Sharma
3	Advanced Operation Research Procedures	ET-VA-03	PG/UG	MBA/BBA	2018-19	30	Mr. Ravish Sharma
4	Business Letters & Report Writing	ET-VA-04	UG	BBA	2018-19	30	Ms. Rashmi Bha
5	Digital Marketing	ET-VA-05	UG	BBA	2018-19	30	Dr. Pranshu Gupta
6	Planning and Managing Small Businesses	ET-VA-06	UG	BBA	2018-19	30	Dr. Anamika Pr. Tanti

Rmsu
**Registrar
Swami Vivekanand
Subharti University
MEERUT**



Department of Management Studies

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 2439067

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



COURSE CONTENTS

Planning and Managing Small Businesses

Course Code: ET-VA-06

Session: 2018-19

Time duration: 30 Hr.

Small Business: An Overview

Describe the characteristics of small business.

Recognize the role of small business.

Understand the importance of diversity in the market

place and the work place

Suggest ways to court success in a small business venture

Name the most common causes of small Business failure.

The business plan

Develop a strategic plan for a business using the nine steps in the strategic planning process

Discuss the characteristics of three basic strategies: low-cost, differentiation, and focus

Understand the importance of controls such as the balanced scorecard in the planning process

Starting a new business

Discuss the advantages and disadvantages of starting a business from scratch

Describe type of new businesses and discuss the characteristics commonly shared by fast-growth company.

Evaluate the potential start-ups and suggest sources of business ideas

Explain the most important point to consider when starting a new business Small Business marketing:

Strategy and research

Explain the importance of marketing to small businesses

Describe the process of developing a small business marketing strategy

Discuss the purpose of the market research process and the steps involved in putting it into practice.

Small Business marketing: Product


Registrar
Swami Vivekanand
Subharti University
MEERUT





Acharya Vishnu Gupta

Subharti Institute of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 24x

A constituent college of

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



Report

28 May, 2019

on

Value Added Course

Session: 2018-19

Program: BBA

Date: 17-22 May, 2019

Course Name: **Planning and Managing Small Business**

Course Code: ET- VA- 06

No. of Students Enrolled in the Course in the year: 20

Resource Person: **Dr. A. K. Tyagi**

Objective of Value Added Course:

The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

Outcome of Value Added Course:

Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



Faculty Signature

PRINCIPAL
Acharya Vishnu Gupta
Subharti Institute of Management & Commerce
S.V.S.U., MEERUT



Department of Management Studies

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn 2841, Telefax: 0121-3058030, 2439067

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



Department of Management Studies Subharti Institute of Technology and Engineering

Attendance Record of students enrolled in Value Added Course of Odd Semester (2018-19)

Session: 2018-19

Program: BBA

Year: I

Course: Planning and Managing Small Business

Course Code: ET-VA-06

No. of Students Enrolled in the Course in the year:
20

Faculty Coordinator: Dr. Avanish Kumar Tyagi

Program Date: 17-22 May, 2019

Session: 2018-19

S. No.	Student's Name	Father's Name	13-05-19	14-05-19	15-05-19	16-05-19	17-05-19
1	Mohd. Aadil	Sh. Vakeel Ahmed	P	A	P	A	P
2	Shubham Kumar	Sh. Parmod Kumar	P	P	P	P	P
3	Aishwarya Kamboj	Sh. Sanjay Kamboj	P	P	A	P	P
4	Shanu Chaudhary	Sh. Samar Pal Singh	P	P	P	A	P
5	Aman Singh	Sh. Rajendra Singh	A	P	P	P	P
6	Mohd Khalid	Sh. Aneesh Ahmad	P	A	P	P	P
7	Kuldeep Hudda	Sh. Vinod Kumar	A	P	P	A	P
8	Sumit Pal	Sh. Inder Pal	P	P	A	P	A
9	Saleem	Sh. Mohd Arif	P	P	P	A	P
10	Kajal Kashyap	Sh. Prem Pal	P	A	P	A	P
11	Vidhi Kashyap	Sh. Mahesh Kumar	P	P	P	P	P
12	Tarun Sangwan	Sh. Parveen Kumar	P	P	A	P	P
13	Abhishek Dahiya	Sh. Atendra Singh	P	P	P	A	P
14	Aakash	Sh. Jagmohan Sharma	A	P	P	P	P
15	Km Priyanshu Pandey	Sh. Santosh Pandey	P	A	P	P	P
16	Yash Gupta	Sh. Praveen Kumar	A	P	P	A	P
17	Deepanshi Dayal	Sh. Suresh Kumar	P	P	A	P	A
18	Km. Shaifali	Sh. Vinod Kumar	P	P	P	A	P
19	Anshul Pratap Singh	Sh. Mahesh Kumar	P	P	A	P	A
20	Aftab Aleem	Sh. Aleem	P	P	P	A	P

Faculty Signature

Head, DOMS, SITE

Registrar
Swami Vivekanand
Subharti University
MEERUT

HEAD
DOMS,
Swami Vivekanand Subharti University
MEERUT

Subhartipuram, Delhi-Haridwar Meerut Bypass Road, NH-58, Meerut - 250 005
E-mail: subharti@subharti.org, Website : www.subharti.org



SWAMIVIVEKANAND
SBHARTI
UNIVERSITY
UGC Approved Meerut



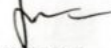
Where Education is Passion.....

Certificate of Participation

This is to certify that Mr./Ms Tushar of BBA program/course of semester has actively Participated in Value Added Course on Planning and managing small business Conducted/organized by Acharya Vihnu Gupta Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 17-22 May, 2019

We wish success and good luck in your future Endeavour.


VAC Course Coordinator


Principal, AVGSCMC





SWAMIVIVEKANAND
SBHARTI
UNIVERSITY
UGC Approved Meerut



Where Education is Passion.....

Certificate of Participation

This is to certify that Mr./Ms Kajal Kashyap of BBA program/course of 1st semester has actively Participated in Value Added Course on Planning & Managing Small Business Conducted/organized by Acharya Vihnu Gupta Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 17-22 May 2019

We wish success and good luck in your future Endeavour.

VAC Course Coordinator


Dr. A. K. Tyagi

Principal, AVGSCMC

Scanned with CamScanner


Registrar
Swami Vivekanand
Subharti University
MEERUT



SWAMIVIVEKANAND
S BHARTI
U NIVERSITY



UGC Approved Meerut

Where Education is Passion.....

Certificate of Participation

This is to certify that Mr./Ms Mohd. Aadil of BBA program/course of IInd semester has actively Participated in Value Added Course on Planning & Managing Small Business Conducted/organized by Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 17-22 May 2019

WewishsuccessandgoodluckinyourfutureEndeavour.

VAC Course Coordinator

Dr. A. K. Tyagi

Principal, AVGSCMC

Scanned with CamScanner



SWAMIVIVEKANAND
S BHARTI
U NIVERSITY



UGC Approved Meerut

Where Education is Passion.....

Certificate of Participation

This is to certify that Mr./Ms Saleem of BBA program/course of IInd semester has actively Participated in Value Added Course on Planning & Managing Small Business Conducted/organized by Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 17-22 May 2019

WewishsuccessandgoodluckinyourfutureEndeavour.

VAC Course Coordinator

Dr. A. K. Tyagi

Principal, AVGSCMC

Scanned with CamScanner

Registrar
Swami Vivekanand
Subharti University
MEERUT