

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BS (BBA) – III

Course Title : SMALL & MEDIUM ENTERPRISE (SME)

Course Number : BA(BS) – 451

Credit Hours : 03

Course Contents

- 1. The Dynamic Role of Small Business**
 - 1.1. The Growing Importance of Small Business
 - 1.2. Challenging Opportunities in Small Business
 - 1.3. Forms of Ownership of Small Business
- 2. How To Plan and Organize a Business**
 - 2.1. Becoming the Owner of a Small Business
 - 2.2. Planning, organizing and Managing a Small Business
 - 2.3. How to Obtain the Right Financing for your Business
- 3. How to Market Goods and Services**
 - 3.1. Developing Marketing Strategies
 - 3.2. Promoting and distributing
- 4. How to Organize and Manage the Business**
 - 4.1. How to Obtain and Manage Human Resource Diversity in small Business
 - 4.2. How to Maintain Relationship with Your Employees and Their Representatives
- 5. How to Operate the Business**
 - 5.1. Obtaining and Laying Out Operating Facilities
 - 5.2. Purchasing, Inventory, and Quality Control
- 6. Basic Financial, Planning and Control**
 - 6.1. Profit Planning
 - 6.2. Budgeting and Controlling Operations and Taxes
 - 6.3. Using Computer Technology in Small Business
- 7. Providing Security for the Business**
 - 7.1. Risk Management, Insurance, and Crime Prevention
 - 7.2. Maintaining Good Government Relations and Business Ethics
 - 7.3. Planning for the Future of Family–Owned Businesses

Recommended Books

1. Leon C., Megginson E. & Byrd M. J. (2004). *Small Business Management*. Mc Graw–Hill.
2. Murphy M. (1999). *Small Business Management*. Pitman.
3. Stokes D. & Wilson N. (2006). *Small Business Management & Entrepreneurship*. Thomson.
4. *Small is Beautiful: Study of Economics as if People Mattered*, (2000), Hartley and Marks Publishers.
5. Beverly Schwartz, *Rippling: How Social Entrepreneurs Spread Innovation Throughout the World*, (2012), Wiley.