

# MANAGEMENT OF MSMES -OUTCOME BASED PROGRAMS-

The Indian MSMEs, though, operate in a high-competition, challenge-driven environment, they outshine & stand distinct when it comes to the contribution they have made to Indian economy; touching the lives of every Indian, some way or the other. However, the huge number, and scatter of MSMEs, has made it difficult to reach them with the assistance they need through the traditional way. There is no doubt that by exposing MSMEs to the right knowledge, information, and with a little bit of hand-holding, would become the prima-donna of economic growth. With this as our objective, RIMSR in association with Brenau University, Georgia, USA, and National Small Business Administration, USA has designed and developed blended training programs that focus on the deliverables to professionalize & make MSMEs much more efficient at their own locations, at affordable terms. The programs are structured in three tiers—basic, advanced, and expert levels. Here are the details:

## OBJECTIVES

- The programs are custom-designed to meet the needs of entrepreneurs in the MSME sector. The takers of the programs are those who are keen on acquiring knowledge to run their businesses professionally, and profitably.
- Exposure to these programs help develop, and understand the nuances of MSME management at ground-zero.
- Give an understanding of the logistics and procurement.
- Expose participants to concepts and processes of entrepreneurship, starting an enterprise & its professional management.
- Helps in knowing modern concepts, policies, and understanding of MSME sector management.

## CERTIFICATE PROGRAM IN MSME MANAGEMENT

<b>DURATION</b>	<b>:</b>	<b>12 WEEKS</b>
<b>MODE OF DELIVERY</b>	<b>:</b>	<b>BLENDED PROGRAM</b>
<b>COURSE FEE</b>	<b>:</b>	<b>INR 15,000/-</b>
<b>COURSES</b>	<b>:</b>	
<b>MSME FC 001</b>		<b>FUNDAMENTAL BUSINESS SKILLS</b>
<b>MSME FC 002</b>		<b>INTRODUCTION TO MODERN MANAGEMENT</b>
<b>MSME FC 003</b>		<b>BASICS OF BUSINESS FINANCE</b>
<b>MSME FC 004</b>		<b>ESSENTIALS OF MARKETING MANAGEMENT</b>
<b>MSME FC 005</b>		<b>ESTABLISHING, &amp; FUNDING OF MSMEs</b>
<b>MSME FC 006</b>		<b>MANAGEMENT INFORMATION SYSTEM FOR MSMEs</b>

## **ADVANCED CERTIFICATE PROGRAM IN MSME MANAGEMENT**

<b>DURATION</b>	:	<b>24 WEEKS</b>
<b>MODE OF DELIVERY</b>	:	<b>BLENDED PROGRAM</b>
<b>COURSE FEE</b>	:	<b>INR 25,000/-</b>
<b>COURSES</b>	:	
<b>MSME AC 015</b>		<b>RESOURCES MANAGEMENT - BEST PRACTICES</b>
<b>MSME AC 016</b>		<b>TECHNIQUES OF PROCUREMENT &amp; SUPPLY CHAIN MANAGEMENT</b>
<b>MSME AC 017</b>		<b>ADVANCED SALES MANAGEMENT, &amp; E-MARKETING</b>
<b>MSME AC 018</b>		<b>ESSENTIALS OF FINANCIAL MANAGEMENT</b>
<b>MSME AC 019</b>		<b>HUMAN RESOURCE MANAGEMENT IN 21ST CENTURY</b>
<b>MSME AC 020</b>		<b>BUSINESS AND INDUSTRIAL LAW</b>

## **INTERNATIONAL EXPERT PROGRAM IN MSME MANAGEMENT ON-CAMPUS AT BRENAU UNIVERSITY, USA**

<b>DURATION</b>	:	<b>4 WEEKS PLUS 2 WEEKS, ON-CAMPUS AT USA</b>
<b>MODE OF DELIVERY</b>	:	<b>BLENDED AND ON-CAMPUS</b>
<b>COURSE FEE</b>	:	<b>INR 50,000/- + US \$ 2,500/-*</b>
<b>COURSES:</b>		
<b>MSME EC 001</b>		<b>INNOVATION AND ENTREPRENEURSHIP</b>
<b>MSME EC 002</b>		<b>SMALL BUSINESS AND ENTERPRISE DEVELOPMENT</b>
<b>MSME EC 003</b>		<b>INTERNATIONAL BUSINESS</b>
<b>MSME EC 004</b>		<b>LEADERSHIP AND TEAM BUILDING</b>
<b>MSME EC 005</b>		<b>TECHNOLOGY INCUBATION</b>
<b>MSME EC 006</b>		<b>INDUSTRIAL VISITS IN USA, INTERACTIONS WITH INDIAN DIASPORA, CEOs OF FORTUNE 500 COMPANIES, AND TRADE BODIES</b>



Indian Affiliate of Brenau University

### **FOR ADMISSION**

**APPLY ONLINE**

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**PREPARING ENTREPRENEURS FOR SUCCESS IN A  
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**RIMSR IS A TECHNOLOGY DRIVEN  
DEDICATED CENTER FOR  
QUALITY MANAGEMENT EDUCATION**