

Name of Institute: Indus Institute of Management Studies - Ahmedabad

Name of Faculty: Dr. Akhilesh Shukla

Course code: MB0207

Course name: New Enterprise and Innovation Management

Pre-requisites: **Graduation**

Credit points: **03**

Offered Semester: **Semester – II**

Course Coordinator (weeks01- 15)

Full Name: Dr. Akhilesh Shukla

Department with siting location: Indus Institute of Management Studies Ahmedabad

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Consultation times: 09:00 AM to 5:00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

By participating in and understanding all facets of this Course a student will:

1. Understand the attitudes, values, characteristics, behavior and processes associated with possessing and entrepreneurial activities in a globalized and competitive environment.
2. Help students assess their entrepreneurial potential and develop the confidence to venture into challenging career of entrepreneurship.
3. Understand aspects of starting a new venture.
4. To help them understand and appreciate challenges of starting and managing new ventures
5. Understand the entrepreneurship from theoretical perspective and the role of entrepreneurs in new enterprise creation process.
6. Describe the way in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.

Course Outcomes (CO)

After passing the course the student should be able to

1. Students will be able to Identify and systematically evaluate opportunities to setup new business organization/start-ups that solve problems or make lives better and, therefore, are likely to attract customers.
2. Students will be able to Identify and synthesize the sources of additional information, education, and advice for new organizations.
3. Present a convincing business description to communicate the value the new venture provides to customers, investors and other stakeholders.

4. Students will be able to identify the different sources of finance for the start-up and able to identify the different governmental schemes for the development of new business/start-ups.
5. Present a convincing business plan to communicate the value the new venture provides to customers, investors and other stakeholders.
6. Student will be able to coordinate a team to develop and launch and manage the new venture and innovations.

Course Outline

(Key in topics to be dealt)

- **UNIT-I**
Entrepreneurship: Entrepreneurship and enterprise: concept, Role in economic development. Entrepreneurial competencies: awareness, assessment & development. Simulation Exercise on goal setting in entrepreneurship. Entrepreneurial and intrapreneurial mind. International entrepreneurship opportunities
- **UNIT-II**
Business Plan: Emerging business opportunities: Sources and assessment. Business plan: concept, methods, analysis and interpretation. Source of external finance, short term as well as long term. Informal risk capital and venture capital. Financial statements, BEP, Ratios and project appraisal criteria's, Feasibility studies – Financial, Technical, Environmental, Marketing.
- **UNIT-III**
Start Up: Institutional support to start up and incentives for SSI. statutory obligation in starting a unit (general like Income tax, VAT, CST or GST, service tax, excise and customers, labour laws, etc). Start-up Strategy. Dealing with outside agencies like consultant, contractors etc. Key marketing issue of new venture. Starting a Franchising business. Starting an e-commerce venture. Buying a running business.
- **UNIT-IV**
Managing Growing Venture: Growth, objective and strategy. Managing growth. Accessing resource from external sources for financing growth including public issue. Merger, amalgamation, joint venture, collaboration and selling business.
- **UNIT-V**
Innovation Management: Innovation management an introduction. Organizational setup that facilitates innovations. Management of research and development. Strategic alliances and networks. Developing effective implementation mechanisms. Presentation of innovations assignment.

Method of delivery

(Face to face lectures, self study material, Active Learning Techniques)

- In Class Teaching
- Business Projects
- Presentation
- Assignments
- Quiz
- Group Business Activities

Study time

(How many hours per week including class attendance)

3 Hours a week

CO-PO Mapping (PO: Program Outcomes)

	Course Objective	P1	P2	P3	P4	P5	P6
C1	Understand the attitudes, values, characteristics, behavior and processes associated with possessing and entrepreneurial activities in a globalized and competitive environment.	2	2	3	1	2	2
C2	Help students assess their entrepreneurial potential and develop the confidence to venture into challenging career of entrepreneurship.	2	2	1	3	2	1
C3	Understand aspects of starting a new venture.	2	1	2	2	1	2
C4	To help them understand and appreciate challenges of starting and managing new ventures	1	2	1	2	1	1
C5	Understand the entrepreneurship from theoretical perspective and the role of entrepreneurs in new enterprise creation process.	1	2	2	1	2	2
C6	Describe the way in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.	2	1	1	2	1	1

Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

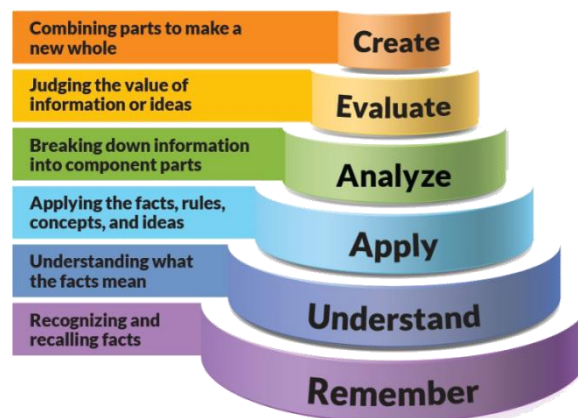


Figure 1: Blooms Taxonomy

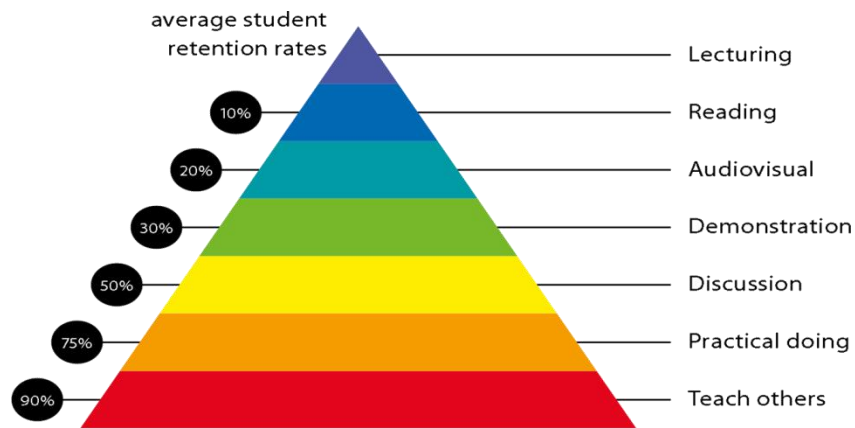


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of MBA Graduate Capabilities
Informed Issues in Startups and Problems identification.	1 Professional knowledge, grounding & awareness
Independent learners Process and steps for the startups and conceptual knowledge on NEIM.	2 Information literacy, gathering & processing
Problem solvers Skills and problem solutions in New Enterprise and Innovation Management	4 Problem solving skills
Effective communicators Business idea presentation and formulation.	5 Written communication
	6 Oral communication
	7 Teamwork
Responsible Process and life cycle of the business and industry analysis.	10 Sustainability, societal & environmental impact

Practical work:

(Mention what practical work this Course involves)

- Group Business Activities
- Business Assignments/Group Assignments
- Presentation
- Business Simulation

Lecture/tutorial times

(Give lecture times in the format below)

Example:

Lecture	Tuesday	8.30 – 10.30 am	Room LH 30
Lecture/Tutorial	Wednesday	8.30 – 10.30 am	Room LH 30
Practicals	Friday		

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

1. Entrepreneurship by Robert D. Hisrich, Michael P Peters and Dean A Shepherd TMH, 6th Edition or Latest Edition
2. Hand book for New entrepreneurs, Oxford Latest Edition P. C. Jain
3. Innovation Management and New product development by Paul Trot Pearson 4th edition

Additional Materials

1. Entrepreneurship and Management by S. Nagendra and V. S. Manjunath Pearson Education 2008.
2. Entrepreneurship Text and Cases by P. Narayana Reddy Cengage Learning 2010
3. Essentials of Entrepreneurship and Small Business Management by T. W. Zimmerer and N.M. Scarborough Prentice Hall 2002
4. Entrepreneurial Venture by W. A. Sahlman , H.H. Stevenson, M. J. Roberts and Amar Bhide Harvard Business School Press 1999
4. Project Management Strategic Financial Planning Evaluation and Control by B.M. Patel VIKAS 2000

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Example:

Quiz 1	5% (week 4)	Objective (1-3)
Quiz II	5% (week 8)	Objective (1-4)
Mid semester	30% (due week 10)	Objectives (2-5)
Final exam (closed book)	60%	Objectives (1-5)

MI

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule (subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

Week#	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Week -1	<p style="text-align: center;">UNIT-I</p> <p>Entrepreneurship: Entrepreneurship and enterprise: concept, Role in economic development. Entrepreneurial competencies: awareness, assessment & development. Simulation Exercise on goal setting in entrepreneurship. Entrepreneurial and intra-preneurial mind. International entrepreneurship opportunities</p>	1 and 2	Class Teaching - Activity
Week -2	<p style="text-align: center;">UNIT-I</p> <p>Entrepreneurship: Entrepreneurship and enterprise: concept, Role in economic development. Entrepreneurial competencies: awareness, assessment & development. Simulation Exercise on goal setting in entrepreneurship. Entrepreneurial and intra-preneurial mind. International entrepreneurship opportunities</p>	1 and 2	Class Teaching - Activity
Week - 3	<p style="text-align: center;">UNIT-I</p> <p>Entrepreneurship: Entrepreneurship and enterprise: concept, Role in economic development. Entrepreneurial competencies: awareness, assessment & development. Simulation Exercise on goal setting in entrepreneurship. Entrepreneurial and intrapreneurial mind. International entrepreneurship opportunities</p>	1 and 2	Class Activity and Assignment
Week - 4	<i>Presentation</i>		<i>Presentation</i>

Week - 5	<p align="center">UNIT-II</p> <p>Business Plan: Emerging business opportunities: Sources and assessment. Business plan: concept, methods, analysis and interpretation. Source of external finance, short term as well as long term. Informal risk capital and venture capital. Financial statements, BEP, Ratios and project appraisal criteria's, Feasibility studies – Financial, Technical, Environmental, Marketing</p>	1 -2 and 3	Business Development Activity and Teaching
Week - 6	<p align="center">UNIT-II</p> <p>Business Plan: Emerging business opportunities: Sources and assessment. Business plan: concept, methods, analysis and interpretation. Source of external finance, short term as well as long term. Informal risk capital and venture capital. Financial statements, BEP, Ratios and project appraisal criteria's, Feasibility studies – Financial, Technical, Environmental, Marketing</p>	1 -2 and 3	Business Development Activity and Teaching
Week - 7	<p align="center">UNIT-II</p> <p>Business Plan: Emerging business opportunities: Sources and assessment. Business plan: concept, methods, analysis and interpretation. Source of external finance, short term as well as long term. Informal risk capital and venture capital. Financial statements, BEP, Ratios and project appraisal criteria's, Feasibility studies – Financial, Technical, Environmental, Marketing</p>	1,2 and 3	Business Development Activity and Teaching
Week 8	Quiz		Quiz
Week - 9	<p align="center">UNIT-III</p> <p>Start Up: Institutional support to start up and incentives for SSI. statutory obligation in starting a unit (general like Income tax, VAT, CST or GST, service tax, excise and customers, labour laws, etc). Start-up Strategy. Dealing with outside agencies like consultant, contractors etc. Key marketing issue of new venture. Starting a Franchising business. Starting an e-commerce venture. Buying a running</p>	3 and 4	Assignment and Presentation

	business.		
Week - 10	<p style="text-align: center;">UNIT-III</p> <p>Start Up: Institutional support to start up and incentives for SSI. statutory obligation in starting a unit (general like Income tax, VAT, CST or GST, service tax, excise and customers, labour laws, etc). Start-up Strategy. Dealing with outside agencies like consultant, contractors etc. Key marketing issue of new venture. Starting a Franchising business. Starting an e-commerce venture. Buying a running business.</p>	3 and 4	Assignment and Presentation
Week - 11	<p style="text-align: center;">UNIT-III</p> <p>Start Up: Institutional support to start up and incentives for SSI. statutory obligation in starting a unit (general like Income tax, VAT, CST or GST, service tax, excise and customers, labour laws, etc). Start-up Strategy. Dealing with outside agencies like consultant, contractors etc. Key marketing issue of new venture. Starting a Franchising business. Starting an e-commerce venture. Buying a running business.</p>	3 and 4	Assignment and Presentation
Week - 12	<p style="text-align: center;">UNIT-IV</p> <p>Managing Growing Venture : Growth, objective and strategy. Managing growth. Accessing resource from external sources for financing growth including public issue. Merger, amalgamation, joint venture, collaboration and selling business.</p>	4, 5 and 6	<i>Presentation and Assignment - Class Teaching and Class Activities</i>
Week - 13	<p style="text-align: center;">UNIT-IV</p> <p>Managing Growing Venture : Growth, objective and strategy. Managing growth. Accessing resource from external sources for financing growth including public issue. Merger, amalgamation, joint venture,</p>	4, 5 and 6	<i>Presentation and Assignment - Class Teaching and Class Activities</i>

	collaboration and selling business.		
Week - 14	<p>UNIT-V</p> <p>Innovation Management: Innovation management an introduction. Organizational setup that facilitate innovations.</p> <p>Management of research and development. Strategic alliances and networks. Developing effective implementation mechanisms.</p> <p>Presentation of innovations assignment.</p>	4, 5 and 6	<p><i>Presentation and Assignment - Class Teaching and Class Activities</i></p>
Week - 15	Quiz and Presentation	3,4,5,6	Presentation