GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

ELECTIVE COURSES

Subject Name: NEW ENTERPRISE AND INNOVATION MANAGEMENT (NE&IM)

(Compulsory Elective with 'Entrepreneurship & Family Business (EFB) – A New Specialization)

Subject Code: 2830007

1. Course Objective: The objectives of the course are:

- Help students assess their entrepreneurial potential and develop the confidence to venture into challenging career of entrepreneurship.
- To create an urge among them to become entrepreneurial manager should they decide to take up a job as a manger in an organization.
- Prepare a bankable business plan which can be considered prerequisite of starting and obtaining finance particularly from venture finance, public issue, etc.
- Understand aspects of starting a new venture.
- To help them understand and appreciate challenging of starting and managing new ventures.
- Frame and develop start up strategies understand issues and problems pertaining to growth stage including delegation, formalization of system and HR issues.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	**Entrepreneurship and enterprise:** Concept, role in economic development. Entrepreneurial competencies: awareness, assessment and development. Simulation exercise on goal setting in entrepreneurship. Entrepreneurial and Intrapreneurial mind. International entrepreneurship opportunities.	7	17

II	**Business Plan:** Emerging Business Opportunities-sources and assessment. Business Plan: Concepts, Methods, analysis and interpretation, sources of external finance, short term as well as long term. Informal risk capital and venture capital. Financial statements, BEP, Ratio's and project appraisal criteria's, Feasibility studies – Financial, Technical, Environmental and Marketing.	7	17
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 customs, labour laws, etc. Start up strategies. 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.	7	18
IV	**Managing growing venture:** Growth, objective and strategy. Managing growth. Assessing resource from external sources, for financing growth including public issue, merger, amalgamation, joint venture, collaboration and selling business. **Innovation Management:** Innovation management an introduction, organizational setups that facilitate innovations. Management of research and development. Strategic alliances and network.	7	18
V	**Practical:** The student can perform one of the following or combination according to the instruction of the faculty in charge: • Prepare a feasibility report/business plan and make presentation in the class. • Prepare an assignment on at least three leading entrepreneurs • Visit a franchisee and prepare a report and/or make presentation in the class	8	Internal Evaluation (20 Marks 0f CEC)

4. Teaching Method:

(a) Lectures, simulations exercises like managerial games, role play, etc.
(b) Experience sharing with entrepreneurs by visiting industry, guest talks and live projects.
(c) Project Assignment/Quiz/Class Participation, etc.

5. Evaluation:

A	CEC- Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	50 marks (Internal Assessment)
B	Mid-Semester examination	Weightage 30%

		(Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Robert D. Hisrich, Michael P Peters and Dean A Sheperd	Entrepreneurship	Tata McGraw Hill	Latest Edition
T2	P C Jain	Handbook of New Entrepreneurs	Oxford University Press	Latest edition
T3	Paul Trot	Innovation Management and New Product Development	Pearson Education	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	S Nagendra and V S Manjunath	Entrepreneurship and Management	Pearson Education	Latest Edition
R2	P Narayana Reddy	Entrepreneurship : Text and Cases	Cengage	Latest Edition
R3	T W Zimmerer and N M Scarborough	Essentials of Entrepreneurship and Small Business Management	Prentice Hall	Latest Edition
R4	W A Sahlman, H H Stevenson, M J Roberts and Amar Bhinde	Entrepreneurial Ventures	Harvard Business School Press	Latest Edition
R5	B M Patel	Project Management, Strategic Financial Planning Evaluation and Control	Vikas	Latest Edition
R6	Jack M Kalpan	Patters of Entrepreneurship	Wiley	Latest Edition
R7	Bruce R Barringer and R Duane Ireland	Entrepreneurship: Successful launching	Pearson Education	Latest Edition

		New Ventures		
R8	Joe Tidd, John Bessant and Keith Pavitt	Managing Innovation	Wileyusi	Latest Edition
R9	Peter F Drucker	Innovation and Entrepreneurship	East-West News-papers	Latest Edition
R10	Timmons Spinelli	New Venture Creation Entrepreneurship for 21st Century	Tata McGraw Hill	Latest Edition
R11	Nandan	Fundamental of Entrepreneurship	PHI	Latest Edition
R12	R Gopal, PradipManjrekar	Entrepreneurship and Innovation Management	Excel	Latest Edition

8. **List of Journals/Periodicals/Magazines/Newspapers, etc.**

- Business Standard, The Economic Times, Financial Express, Business Magazines like Business Today, the Journal of Entrepreneurship, Entrepreneurship and Regional Development, Journal of Business Venturing, Small Enterprise Development, Entrepreneurship Theory and Practice .

9. Session Plan:

Session	Topics to be covered
1	**Entrepreneurship and enterprise:** Concept, role in economic development.
2	Entrepreneurial competencies: awareness, assessment and development.
3-4	Simulation exercise on goal setting in entrepreneurship.
5	Entrepreneurial and Intrapreneurial mind.
7	International entrepreneurship opportunities.
8	**Business Plan:** Emerging Business Opportunities-sources and assessment.
9-10	Business Plan: Concepts, Methods, analysis and interpretation, sources of external finance, short term as well as long term.
11-14	Informal risk capital and venture capital. Financial statements, BEP, Ratio's and project appraisal criteria's, Feasibility studies – Financial, Technical, Environmental and Marketing.
15-16	**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 customs, labour laws, etc. Start up strategies.
17	Dealing with outside agencies like consultant, contractors, etc. Key marketing issue of new venture.
18-19	Starting a franchising business.
20	Starting an e-commerce venture.
21	Buying a running business.

22	**Managing growing venture:** Growth, objective and strategy.
23-25	Managing growth. Assessing resource from external sources, for financing growth including public issue, merger, amalgamation, joint venture, collaboration and selling business.
26-28	**Innovation Management:** Innovation management an introduction, organizational setups that facilitate innovations. Management of research and development. Strategic alliances and network.
29-36	**Practical:** The student can perform one of the following or combination according to the instruction of the faculty in charge: • Prepare a feasibility report/business plan and make presentation in the class. • Prepare an assignment on at least three leading entrepreneurs • Visit a franchisee and prepare a report and/or make presentation in the class