

MBA III Semester - III
New Enterprise and Innovation Management (NE & IM)

1. Objectives: The objectives of the course are:

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

2. Course Duration: The course will have sessions which are divided into five modules. Each module consists of 40 sessions of 75 minutes each and carries a weightage of 14 marks.

3. Course contents: The course will contain following modules:

Module No.	Topics/ Sub topics	Sessions	Marks
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	8	14
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.	8	14
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,	8	14

	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.		
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.	8	14
V	Innovation Management Innovation management an introduction. Organizational setup that facilitate innovations. Management of research and development. Strategic alliances and networks. Developing effective implementation mechanisms. Presentation of innovations assignment.	8	14

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures (50%)
- (b) Simulation exercise .like managerial games, role play etc, (10%)
- (c) Experience sharing with entrepreneurs by visiting industry, guest talks and live projects. (10%)
- (d) Presentation by students on case analysis and project presentation. (30%)

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 10% (Internal Assessment)
B	Mid-Semester examination	Weightage 20 % (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

6. Text Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
T1	Robert D. Hisrich, Michael P Peters and Dean A Shepherd	Entrepreneurship	The McGraw-Hill Companies	6 th Edition or Latest Edition
T2	P. C. Jain	Hand book for New entrepreneurs	Oxford University Press	Latest Edition
T3	Paul Trot	Innovation Management and New product development	Pearson Education	4 th edition

7. Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	S. Nagendra and V. S. Manjunath	Entrepreneurship and Management	Pearson Education	2008
R2	P. Narayana Reddy	Entrepreneurship Text and Cases	Cengage	2010
R3	T. W. Zimmerer and N.M. Scarborough	Essentials of Entrepreneurship and Small Business Management	Prentice Hall	2002
R4	W. A. Sahlman, H.H. Stevenson, M. J. Roberts and Amar Bhide	Entrepreneurial Venture	Harvard Business School Press	1999
R5	B.M. Patel	Project Management Strategic Financial Planning Evaluation and Control	VIKAS	2000
R6	Jack M. Kaplan	Patterns of Entrepreneurship	Wiley	Latest Edition
R7	Bruce R. Barringer and R. Duane Ireland	Entrepreneurship successfully launching New	Pearson Education	2006

		ventures		
R8	Joe Tidd, John Bessant, and Keith Pavitt	Managing Innovation	Wiley	Latest Edition
R9	Peter F. Drucker Affiliated	Innovation and entrepreneurship	East –West News papers	Latest Edition
R10	Timmons, Spinelli	New Venture Creation Entrepreneurship for 21 st Century	TATA McGraw Hill	7 th Edition
R11	Nandan	Fundamental of Entrepreneurship	PHI	Latest Edition
R12	R. Gopal, Pradip Manjrekar	Entrepreneurship and Innovation Management	Excel	Latest Edition
R13	Poonam Charantimath	Entrepreneurship Development	Pearson	Latest Edition
R14	Bholanath Dutta	Entrepreneurship Management	Excel	Latest Edition

8. List of Journals/ Periodicals/ Magazines/ Newspapers:

Business Standard, The Economic Times, Financial Express, Business Magazines like Business Today, journals like The journal of Entrepreneurship, Entrepreneurship and regional development, Journal of Business venturing, Small enterprise development, Entrepreneurship Theory and Practice.

NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

9. Session plan

New Enterprise and Innovation Management

Session no.	Topic
1	Entrepreneur, entrepreneurship and enterprise: concept, Role in economic development.
2-3	Entrepreneurial competencies: awareness, assessment & development.
4-5	Simulation Exercise on goal setting in entrepreneurship.
6-7	Entrepreneurial and intrapreneurial mind.
8	International entrepreneurship opportunities.
9	Emerging business opportunities: Sources and assessment.
10-11	Business plan: concept, methods, analysis and interpretation
12-13	Feasibility studies – Financial, Technical, Environmental and Marketing. Source of external finance, short term as well as long term
14-15	Informal risk capital and venture capital.
16	Financial statements, BEP, Ratios and project appraisal criteria's.
17	Institutional support to start up and incentives for SSI.
18	statutory obligation in starting a unit (general like Income tax, VAT, CST or GST, service tax, excise and customers, labour laws, etc).
19	Start up Strategy.
20	Dealing with outside agencies like consultant, contractors etc.
21	Key marketing issue of new venture.
22	Starting a Franchising business.
23	Starting an e-commerce venture.
24	Buying a running business
25-26	growth, objective and strategy
27-28	Managing growth.
29-30	Accessing resource from external sources for financing growth including public issue.
31-32	Merger, amalgamation, joint venture, collaboration and selling business.
33	Innovation management an introduction.
34	Organizational setup that facilitate innovations.
35	Management of research and development.
36	Strategic alliances and networks.
37	Developing effective implementation mechanisms.
38-39	Presentation of innovations assignment.
40	Assessing and improving innovations management performance.