

MNG 303
ENTREPRENEURSHIP AND BUSINESS INCUBATION
Credit: 3, Class Hours: 35

Module-I: Entrepreneurship: Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International Business.

Module-II: Start up; Definition, Startups ecosystem: support organizations, big companies, universities, funding organizations, service providers, research organizations, Startup development phases: Ideating, concepting, committing, validating, scaling, establishing, Startup business partnering, Startup culture, Co-founders, Preparing to Launch: Essential Components, Intellectual Property, Branding, Strategy, Making the Entrepreneurial System Work for you, Financing startups: Different stages of financing; Co-founders, FFF, Angels; Venture Capitals, Acquisition/ mergers, Strategic alliances; IPO, Factors of success and failures, Restarters, Trends and obstacles,

Module-III: Business Incubation: Business Incubation Definition and Principles, Incubator Models and Success Factors, Incubator Operation, Planning an Incubator, Business Incubation Marketing and Stakeholder Management, Financing a Business Incubator, Managing the Business Incubator, Monitoring, Evaluation and Benchmarking, Implementing a Mentoring Program, Deals and Financing for Incubator Clients, Technology Commercialization, Virtual Business Incubation.

Module-IV: Startup India, Make in India, Case study on Startup village, Kochi; 10000 Start-ups of NASSCOM and Silicon Valley, USA, Startup policies of Central Government and some leading State Governments Technology Business Incubator (TBI), Role of National Science and Technology Entrepreneurship Development Board (NSTEDB), DST guidelines for Seed Support System (SSS) for Startups in Incubators.

Module – V: The concerned faculty shall have the liberty to define the course contents under this module and teach students accordingly.

Reference Book:

1. Entrepreneurship Creating and Leading an Entrepreneurial Organisation, Arya Kumar, Pearson
2. Entrepreneurial Development, Dr.S.S.Khanka,S.Chand and Company Ltd
3. Entrepreneurship New Venture Creation, David H. Holt,PHI LearningPvt. Ltd
4. Entrepreneurship, Rajeev Roy,Oxford University Press
5. Entrepreneurship, D.F. KuratkoT.V.Rao, Cengage Learning
6. Small- Scale Industries and Entrepreneurship, Vasant Desai,HimalalyaPublicing House
7. Entrepreneurship Management,Bholanath Dutta, Excel Books
8. Entrepreneurship,P.Narayan Reddy, Cengage Learning
9. Entrepreneurship Development, S.L. GuptaArun Mittal, International Book House Pvt.
10. Entrepreneurship Development, Dr. P.K. Mishra,Alok Publications

11. Principles of Entrepreneurship ,Prof. Satish C. Ailawadi, Mrs. Romy Banarjee, Event Publishing