



Course Title: BUSINESS INCUBATION

Course Code: ENTR602

Credit Units: 3

Course Level: PG

L	T	P/ S	SW/ FW	TOTAL CREDIT UNITS
3	-	-	-	3

Course Objectives:

There is a process /transformation from generation of a business idea/ screening of an idea/convertng it into a business plan/Preparation of a TEFR. The courses is designed with a objective that lot of business ideas do not see the light of the day because of lack of awareness-finance/space/effort required for incubating a business idea and converting it into a final feasible project.

- Students will be made aware that incubation facilities are available for screening /processing of the idea generated.
- Students will also know that industrial development of a nation has a correlation with the number of incubators and progressive models, established to encourage industrial development.
- Students will know the various models of incubators working and the differences therein.
- Students will understand the role of business incubation in industrial development, role of business incubation in converting business ideas to projects.
- Students will know what role is played by business incubators in educating budding entrepreneurs about accounts/IPR/VC/Angel financiers and sources of finance etc.
- Students will understand that well conceived business incubators can be commercially viable ventures.

Pre-requisites:

The subject is required to be taught to first generation entrepreneurs/start up entrepreneurs/entrepreneurs without exposure of management skills/techniques who can take help of incubation/ incubators and convert their dreams into a viable project.

The students who study this subject will be required to have a liking/passion for incubating a business idea and showing it a way of becoming a successful industrial venture, and also making money out of it.

Student Learning Outcomes:

- Students will appreciate that most of brilliant ideas die as they are not incubated and incubators can play a crucial role in their survival.
- Students will be able to describe/define the process of business incubation/incubators.
- Students will be able to participate in the process of business incubation/business incubators.
- Students will be able to design their own business incubation/incubators as viable-business unit.
- Students will be able to organize contact VC/Seed capital /Angel financiers and understand as to how they operate.

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction	20%
Fundamentals of business incubation. Principles and good practices of business incubation, Type/benefits of incubators, corporate/educational institutional incubators, expectation from the incubators.	
Module II Incubation process	20%
Process of business incubation and the business incubator and how they operate and influence the broader business incubation environment The role of business incubation in the startup development and understanding .Pre-Incubation and Post Incubation process. Idea lab, business plan structure, value proposition	
Module III Role of business incubators	20%
The role of the business incubator. Business incubator models, their business environment, their owners and funders. Services of incubators, Pre requisites of incubator. Available grants, famous incubator centers, Seed funding/venture capital /angel financiers-types, nature and the procedures, and how they may be approached and convinced to participate.	
Module IV Developing Team and Presenting Business Plan	20%
The importance of team formation and team building. Examining sample business ideas and writing	

business plan. Understanding the investor's/lenders perspective and presenting the business plan. Valuation of business plan and the elevator pitch.	
Module V Launching and Managing the New Venture	20%
Legal issue and other formalities. Legal form of new venture. Entrepreneurial challenges as an individual and an entrepreneur both. Skills of managing business risk & enhancing success of the project.	

Pedagogy for Course Delivery:

As business incubation and incubators is comparatively a new science in India, efforts will be made to undertake visits to Business incubators. Talks of VC /Angel, PE experts will be organized and discussions/case study methodology will be encouraged.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100%	-	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components	Presentation	Case Study	Home Assignment	Attendance	
Weightage (%)	10%	10%	5%	5%	

Text

- Gerl Allen(2000), Brick and Mortar, renovating or building a business incubation facility, NBIA publication 2000.

References

- Adkins Dinah, (2002), a brief history of business Incubation in U.S, 2002.
- Articles of A.C.Cooper(1985), Pandey, I.M. (1996), Lalkaka(2002),ChandraArun,Tim Fealey(2009)
- Meredith Erle wine & Ellen Gerl, (2004), NBIA Publications.2004.