### Veer Narmad South Gujarat University

#### 302 – Business Start-ups and Innovation

###### Second Year BBA (Semester3) With Effect from June2020

Objectives of the course:

* + To make students aware about the basic steps and tasks required to start up a business and for the creation of a new venture – idea to launch
  + To introduce future managers/entrepreneurs towards various ways to generate innovative ideas in business

Teaching Pedagogy

Lectures, Guest Lectures, Case Study, Presentations, Group Assignments

**Course Content:**

**Unit 1: Location of an Enterprise and Steps for Starting a Small Enterprise (25%)**

Introduction, need for enterprise location, Importance of enterprise location, steps in enterprise location, Factors affecting location of enterprise, Selecting general area, Selection of most economic site. Selection of a small scale enterprise, starting a small scale enterprise, objective, registration of small scale enterprise, Infrastructure, Machinery, Raw Materials, Finance, Marketing, Incentives.

Unit 2: Selection of Types of Ownership Organisation and Incentives and Subsidies (25%)

* + Introduction to ownership organisation, Sole Proprietorship – Meaning, Merits & Limitations, Partnership Organisation – Meaning , basic features, Advantages of partnership organisation, disadvantage, Joint stock company – Meaning, Salient Features, Its advantages and disadvantages, Cooperatives – Meaning, Advantages Anddisadvantages.
  + Meaning of Incentives, Subsidy, Controversies on the efficiency of incentives and Subsidies, Need for Incentives, Schemes of Incentives and Subsidies in operations, advantages of Incentives and subsidies, Problem of incentives and subsidies, Idea of State and Central Government Scheme (as per currentbudget)

Unit 3: Innovations within Firms and Incubation (25%)

Introduction to Innovation Management, Innovation–meaning, types of innovation, Sources of Innovation, Models of innovation, Innovation as a management process, Managing innovation within firms, Organizational characteristics that facilitate the innovation process, Organizational structures and innovation, Role of individual in innovation process,

Establishing an innovative environment, Role of IT systems and their impact on innovation. Public and Private Incubation, History of business Incubators

Unit 4: Open Innovation and Technology Transfer (25%)

Introduction to open innovation and technology transfer, dominant economic perspective, Technology Transfer, Process and model soft technology transfer, Limitations and barriers to technology transfer, NIH syndrome, Internal organizational factors and inward technology transfer, Identifying external technology, Managing the inward transfer of technology.

Suggested Readings:

* + *Narayana R., (2011), Entrepreneurship, Third Edition, Cengage Learning India Pvt. Ltd, NewDelhi.*
  + *Paul T., (2010), Innovation Management and New Product Development, Fourth Edition, Pearson India Education Services Pvt.Ltd.*
  + *Vasant Desai, The Dynamics of Entrepreneurial Development And Management Entrepreneur, Planning For Future Sustainable Growth, Himalaya PublishingHouse*
  + *A Sahay, V Sharma, Entrepreneurship and New Venture Creation, ExcelBooks*

***For More Reading:***

* + [*Shlomo M*](https://uk.sagepub.com/en-gb/eur/author/shlomo-maital)*., Seshadri D V R, (2012), Innovation Management: Strategies, Concepts and Tools for Growth and Profit, Sage Publication, NewDelhi.*
  + *Allan A., (2003), Innovation Management: Strategies, Implementation and Profits, Oxford University Press, NewDelhi.*
  + *Online resource For; Latest scheme of central Govt. -*[*https://msme.gov.in/all-schemes*](https://msme.gov.in/all-schemes)
  + *Latest Scheme of State Govt. -*[*https://ic.gujarat.gov.in/msme-small.aspx*](https://ic.gujarat.gov.in/msme-small.aspx)