

Veer Narmad South Gujarat University

302 - Business Start-ups and Innovation

Course	302
Course Title	Business Start-ups and Innovation
Credit	3
Teaching per Week	3 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To provide knowledge to students about setting up of small business and various factors to be considered for Business Start-Ups.
Course Objective	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.
Course Outcome	The students will understand the basics of setting up of small business To understand the various support mechanism available in the environment The students will understand the importance of innovation in start-ups The students will understand the role of technology transfer in growth of start-ups.
Course Content	
Unit 1: Location of an Enterprise and Steps for Starting a Small Enterprise (35%)	
<ul style="list-style-type: none"> • Introduction, need for enterprise location • Importance of enterprise location • Factors affecting location of enterprise • Selection of most economic site • Selection of a small-scale enterprise • Starting a small-scale enterprise, Objective, Infrastructure, Machinery, Raw Materials, Finance, Marketing, Incentives 	
Unit 2: Selection of Types of Ownership Organisation and Incentives and Subsidies (35%)	
<ul style="list-style-type: none"> • Introduction to ownership organisation • Sole Proprietorship - Meaning, Merits & Limitations • Partnership Organisation - Meaning, basic features, Advantages & disadvantage • Joint stock company - Meaning, Salient Features, advantages & disadvantages • Cooperatives - Meaning, Advantages & disadvantages • Meaning of Incentives, Subsidy • Need for Incentives • Schemes of Incentives and Subsidies in operations (List) • Advantages of Incentives and subsidies • Problem of incentives and subsidies 	
Unit 3: Innovations within Firms and Incubation. (30%)	
<ul style="list-style-type: none"> • 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
- Public and Private Incubation
- History of business Incubators

Suggested Readings:

1. Narayana R., (2011), Entrepreneurship, Third Edition, Cengage Learning India Pvt. Ltd, New Delhi.
2. Paul T., (2010), Innovation Management and New Product Development, Fourth Edition, Pearson India Education Services Pvt. Ltd.
3. Vasant Desai, The Dynamics of Entrepreneurial Development and Management Entrepreneur, Planning for Future Sustainable Growth, Himalaya Publishing House
4. A Sahay, V Sharma, Entrepreneurship and New Venture Creation, Excel Books
5. Managing Innovation by Joe Tidd & John Bessant, Wiley Publication
6. Innovation & Entrepreneurship by Peter Drucker

For More Reading:

1. Shlomo M., Seshadri D V R, (2012), Innovation Management: Strategies, Concepts and Tools for Growth and Profit, Sage Publication, New Delhi.
2. Allan A., (2003), Innovation Management: Strategies, Implementation and Profits, Oxford University Press, NewDelhi.
3. Online resource for; Latest scheme of central Govt. -<https://msme.gov.in/all-schemes>
Latest Scheme of State Govt. -<https://ic.gujarat.gov.in/msme-small.aspx>.