

Name of Institute: Indus Institute of Management Studies - Ahmedabad
Name of Faculty: Dr. Akhilesh Shukla

Course code: IMB0724
Course name: New Enterprise and Innovation Management
Pre-requisites: 10+2
Credit points: 03
Offered Semester: Semester – V

Course Coordinator (weeks 01 - 12)
Full Name: Dr. Akhilesh Shukla
Department with siting location: Indus Institute of Management Studies
Telephone:
Email: akhileshshukla.mba@indusuni.ac.in
Consultation times: 09:00 AM to 05:00 PM Working days (Monday to Friday)

Course Coordinator (weeks 01 - 12)
Full Name: Dr. Akhilesh Shukla
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Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

By participating in and understanding all facets of this Course a student will:

1. Help students assess their entrepreneurial potential and develop the confidence to venture into challenging career of entrepreneurship.
2. To create an urge among them to become entrepreneurial manager should they decide to take up a job as a manager in an organization.
3. Prepare a bankable business plan which can be considered a 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 the how challenges of starting and managing new ventures.

Course Outcomes (CO)

After passing the course the student should be able to

1. Understand the attitudes, values, characteristics, behavior and processes associated with possessing and entrepreneurial activities in a globalized and competitive environment.
2. Help students assess their entrepreneurial potential and develop the confidence to venture into challenging career of entrepreneurship.
3. Understand aspects of starting a new venture.
4. To help them understand and appreciate challenges of starting and managing new ventures
5. Understand the entrepreneurship from theoretical perspective and the role of entrepreneurs in new enterprise creation process.
6. Describe the way in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.

Course Outline

(Key in topics to be dealt)

- UNIT-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

- UNIT-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.

- UNIT-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, 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

- UNIT-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.

- UNIT-V

Innovation Management: Innovation management an introduction. Organizational setup that facilitates innovations.

Management of research and development. Strategic alliances and networks. Developing effective implementation mechanisms. Presentation of innovations assignment.

Method of delivery

(Face to face lectures, self-study material, Active Learning Techniques)

- In Class Teaching
- Business Projects
- Presentation
- Assignments
- Quiz
- Group Business Activities

Study time

(How many hours per week including class attendance)

3 Hours a week

CO-PO Mapping (PO: Program Outcomes)

	P1	P2	P3	P4	P5	P6
C1	2	2	3	1	2	2
C2	2	2	1	3	2	1
C3	2	1	2	2	1	2
C4	1	2	1	2	2	1
C5	3	2	2	1	2	2
C6	3	1	1	2	1	-

Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

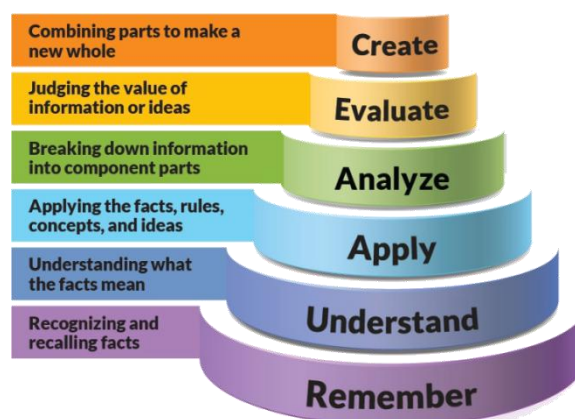


Figure 1: Blooms Taxonomy

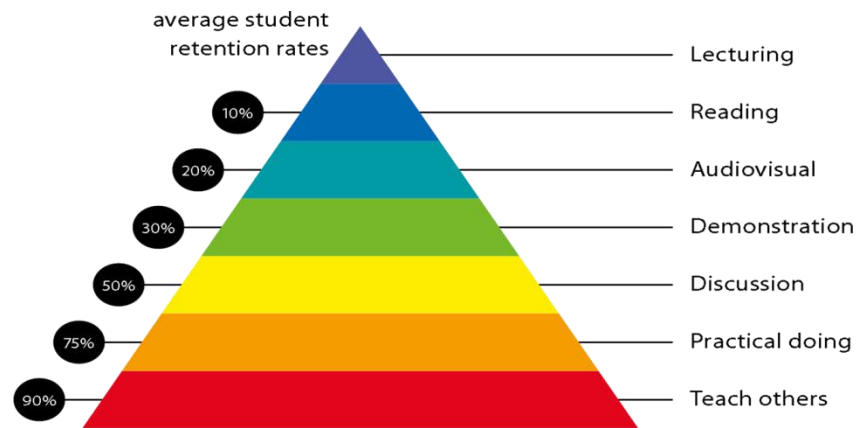


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of _____ Graduate Capabilities
<p>Informed Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>	<p>1 Professional knowledge, grounding & awareness</p>
<p>Independent learners Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.</p>	<p>2 Information literacy, gathering & processing</p>
<p>Problem solvers Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.</p>	<p>4 Problem solving skills</p>
<p>Effective communicators Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.</p>	<p>5 Written communication</p>
	<p>6 Oral communication</p>
	<p>7 Teamwork</p>

<p>Responsible Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.</p>	<p>10 Sustainability, societal & environmental impact</p>
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Practical work:

(Mention what practical work this Course involves)

- Group Business Activities
- Business Assignments/Group Assignments
- Presentation
- Business Simulation

Lecture/tutorial times

(Give lecture times in the format below)

Example:			
Lecture	Monday	01.00 – 02.00 pm	Room LH 30/google.meet
Lecture/Tutorial	Wednesday	10.05 – 11.05 am	Room LH 30/google.meet
Practicals	Friday	02:05 – 03.05 pm	Room LH 30/google.meet

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

1. Entrepreneurship by Robert D. Hisrich, Michael P Peters and Dean A Shepherd TMH, 6th Edition or Latest Edition
2. Hand book for New entrepreneurs, Oxford Latest Edition P. C. Jain
3. Innovation Management and New product development by Paul Trot Pearson 4th edition

Additional Materials

1. Entrepreneurship and Management by S. Nagendra and V. S. Manjunath Pearson Education 2008.
2. Entrepreneurship Text and Cases by P. Narayana Reddy Cengage Learning 2010
3. Essentials of Entrepreneurship and Small Business Management by T. W. Zimmerer and N.M. Scarborough Prentice Hall 2002
4. Entrepreneurial Venture by W. A. Sahlman , H.H. Stevenson, M. J. Roberts and Amar Bhide Harvard Business School Press 1999
4. Project Management Strategic Financial Planning Evaluation and Control by B.M. Patel VIKAS 2000

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Example:		
Quiz 1	5% (week 4)	Objective (1-3)
Quiz II	5% (week 8)	Objective (1-4)
Mid semester	30% (due week 10)	Objectives (2-5)
Final exam (<i>closed book</i>)	60%	Objectives (1-5)

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule (subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	<p>UNIT-I</p> <p>Entrepreneurship: Entrepreneurship and enterprise: concept, Role in economic development. Entrepreneurial competencies: awareness, assessment & development. Simulation Exercise on goal setting in entrepreneurship. Entrepreneurial and Intra-preneurial mind. International entrepreneurship opportunities</p>	1,2,4,5	Teaching and Class Activity
Weeks 2	<p>UNIT-I</p> <p>Entrepreneurship: Entrepreneurship and enterprise: concept, Role in economic development. Entrepreneurial competencies: awareness, assessment & development. Simulation Exercise on goal setting in entrepreneurship. Entrepreneurial and intra-preneurial mind. International entrepreneurship opportunities</p>	1,2,4,5	Teaching and Class Activity
Week 3	<i>Presentation</i>		<i>Presentation</i>
Week 4	<p>UNIT-II</p> <p>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,</p>	1,2,3,5	Teaching and Class Activity - Presentation

	Environmental, Marketing		
Week 5	<p align="center">UNIT-II</p> <p>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</p>	1,2,3,5	Teaching and Class Activity - Presentation
	Teaching and Class Activity - Presentation		Presentation
Week 6	<i>Quiz</i>		Quiz
Week 7	<p align="center">UNIT-III</p> <p>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, 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.</p>	2,3,4,5	Assignment & Presentation
Week 8	<p align="center">UNIT-III</p> <p>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, excise and customers, labour laws, etc). Start-up Strategy. Dealing with outside agencies like consultant, contractors etc. Key marketing issue of new venture.</p>	2,3,4,5	Teaching and Class Activity - Presentation

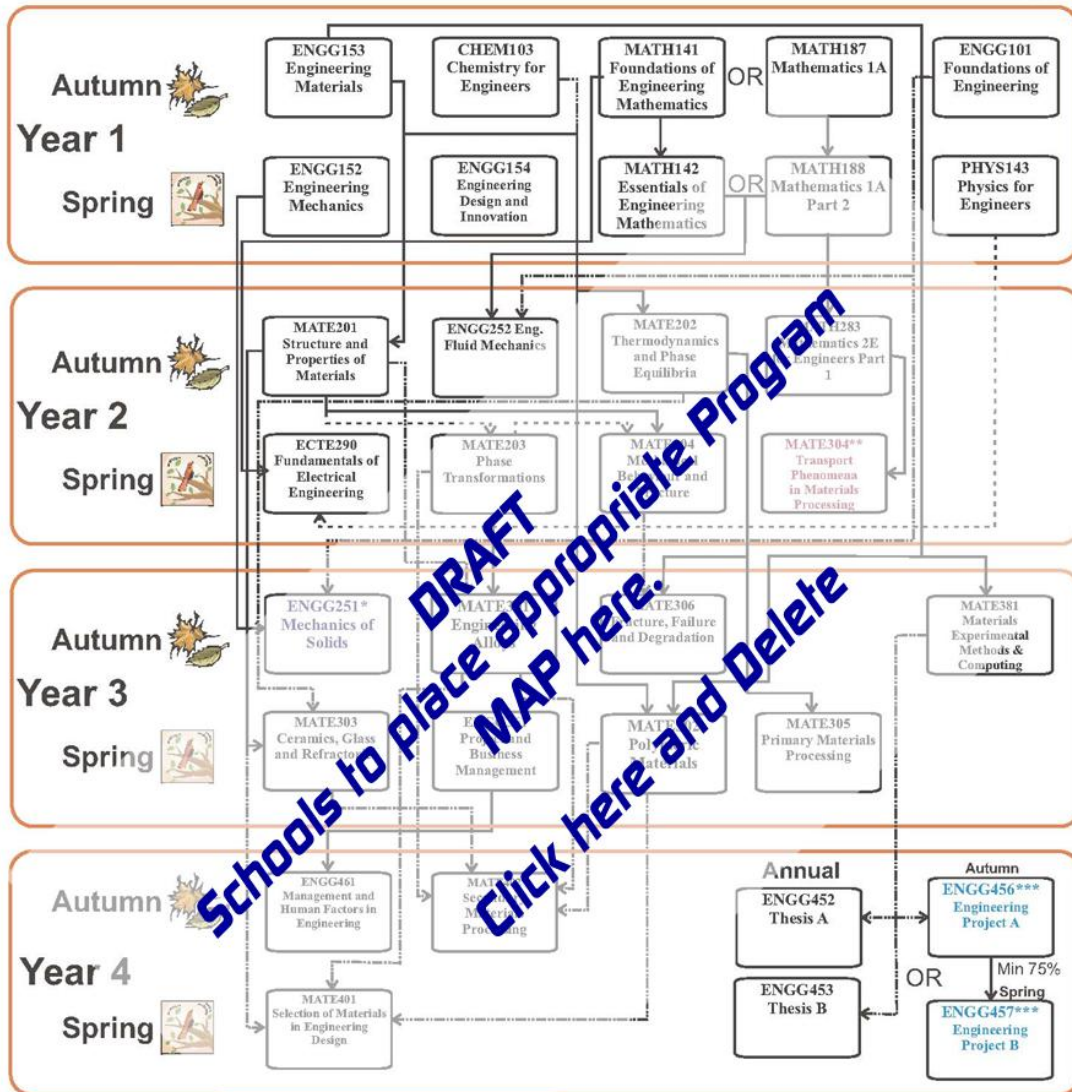
	Starting a Franchising business. Starting an e-commerce venture. Buying a running business.		
Week 9	<p align="center">UNIT-IV</p> <p>Managing Growing Venture : Growth, objective and strategy. Managing growth. Accessing resource from external sources for financing growth including public issue. Merger, amalgamation, joint venture, collaboration and selling business.</p>	2,3,4,5	Teaching and Class Activity - Presentation
Week 10	<p align="center">UNIT-IV</p> <p>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.</p>	2,3,4,5	Teaching and Class Activity - Presentation
Week 11	<p align="center">UNIT-V</p> <p>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.</p>	1,3,4,6	Teaching and Class Activity - Presentation
Week 12	Quiz and Presentation		Teaching Learning Activity (TLA)



PROGRAM MAP for Bachelor of Engineering (Materials Engineering)



DEGREE - 2012



Electives *

- MATE 411
Advanced
Materials
and Processing
- MATE412
Electronic
Materials
- MATE413
Structural
Characterisation
Techniques
- MATE422
Iron and
Steelmaking
- MATE433
Surface
Engineering

* Note: Students will take three electives
 Some electives are only offered every 2nd year

ENGG251* Note: Full time students entering Year 3 in 2012 will need to take one elective in Autumn as they have already completed ENGG251

MATE304** Note: Full time students entering Year 3 in 2012 will need to take MATE304 in Spring of their 4th year or take it in 2012 and defer another subject to Spring 2012

ENGG456***Note: If ENGG456 Engineering Project A (6cp) is done instead of a thesis, a student needs to complete 4 electives and is not eligible for honours

