COURSE CONTENT

TECHNOLOGY BUSINESS INCUBATION & (Idea LAB)								
I Semester: MBA								
Course Code	**Category**	**Hours/Week**			**Credits**	**Maximum Marks**		
		L	**T**	**P**	**C**	**CIE**	**SEE**	**Total**
25MB028E6	**CORE**	4	0	-	4	40	60	100
Contact Classes:60	**Tutorial Classes:** Nil	**Practical Classes:** Nil				**Total Classes:** 60		
Prerequisite: Basic Concepts of Accounting								

COURSE OVERVIEW:

This course provides students with a comprehensive understanding of small and medium enterprises (SMEs) and their role in the Indian economy. It covers the identification of business opportunities, the establishment and management of SMEs, and the utilization of institutional and government support mechanisms. Students examine the challenges faced by SMEs, strategies for managing growth and performance, and the policies and initiatives that promote entrepreneurship. The course equips learners with practical knowledge and skills to establish, operate, and sustain SMEs effectively.

COURSE OBJECTIVES:

- To provide an understanding of the importance of Startup and MSME Management.
- To discuss the aspects of how companies identify its requirements.
- To help learn various legal aspects in startup management.
- To discuss the aspects of evaluation of entrepreneurial performance
- To elucidate various institutional support initiatives by Govt. of India

COURSE OUTCOMES: After completion of the course, students should be able to

1. Understand various Startup opportunities.
2. Learn Business Startup, Ideation, and Venture Choices.
3. Learn Legal and other requirements for new ventures.
4. Learn Problems of entrepreneurs.
5. Understand Forms of Financial support.

Unit – I: Introduction to Technology Business Incubation (TBI): Concepts, Characteristic and Importance, Origin and Growth of TBI Movement, Current Policy for TBI Promotion in India, TBIs in India: Current Status.

Unit – II: Planning the TBI: Preparatory Process, Feasibility Process and Business Plan, Key

Players and Legal Incorporation, Location and Building Criteria, Facilities and Service Design, Incubator Investment Costs, Financial Projections, Sources of Fund for the Incubator, Incubator Benefits.

Unit – III: TBI Implementation and Operations: Organization Structure, Training of the Management Team, Marketing the Incubator, Selecting Tenant Companies, Exit Policy, Serving Tenant Companies: Progression of Service Needs, Training Clients, Counselling and Mentoring, Enhancing and Assessing Performance.

Unit – IV: TBI in India: Introduction, TBIs: Age, Management, Sponsors and Focus Area, Objectives, Facilities and Staff Strength, Physical Space, Distinguish Features of Institute Promoted TBIs VS Industry VS Stage Agnostic Vs Tech Sector Focused Vs Sector Agnostic TBIs. Application from Prospective Start-up Founders and Selection Process, R&D Input and Output Contribution related to Government Initiatives.

Unit – V: Global Perspective of TBI: Introduction, Types and Classification, Goals and Objectives, Functions and Services, TBI Led Process of Business Incubation, Performance Assessment in terms of Outcome and Achievements, Technology Business Incubation for New Venture Creation.

TEXT BOOKS:

- M H Bala Subrahmanya, H S Krishna, Technology Business Incubators in India, Deutsche Nationalbibliothek, 2021.
- Apoorv R. Sharma, Balvinder Shukla, and Manoj Joshi, The Role of Business Incubator in the Economic Growth in India, Deutsche National bibliothek, 2019.
- Rustam Lalkaka, Technology Business Incubation, UNESCO, 2006.

REFERENCE BOOKS:

1. Suman Kalyan Chaudhury, "Micro Small and Medium Enterprises in India Hardcover", Raj Publications, 2nd edition, 2013.
2. Aneet Monika Agarwal, "Small and Medium Enterprises in Transitional Economies" challenges and opportunities", DEEP and DEEP Publications, 4th edition, 2015.

ELECTRONIC RESOURCES:

1. https://msme.gov.in/sites/default/files/Sch-vol1-151214.pdf-.sri.pdf
2. www.dcmsme.gov.in/Terms%20of%

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes

10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos