

Semester	III	Specialization	NA
Course Code	303	Type	Generic - Core
Course Title	Startup and New Venture Management		

Course Objectives:

1	To instill a spirit of entrepreneurship among the student participants.
2	To provide an overview of the competences needed to become an entrepreneur
3	To give insights into the Management of Small Family Business

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>1.1 Concept and Definitions: Entrepreneur & Entrepreneurship, Entrepreneurship and Economic Development; A Typology of Entrepreneurs;</p> <p>1.2 Entrepreneurial Competencies: The Entrepreneur's Role, Task and Personality - Entrepreneurial Skills: creativity, problem solving, decision making, communication, leadership quality; McClelland's N-Ach theory, self – analysis, personal efficacy, culture & values, risk-taking behaviour, technology backup.</p> <p>1.3 Factor Affecting Entrepreneurial Growth: Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training;</p> <p>1.4 Traits/Qualities of an Entrepreneurs: Entrepreneur; Manager Vs. Entrepreneur, The Early Career Dilemmas of an Entrepreneur, Defining Survival and Success , Entrepreneurship as a Style of Management , The Entrepreneurial Venture and the Entrepreneurial Organization. Entrepreneurial Process.</p> <p>1.5 Steps of entrepreneurial process: Deciding – Developing – Moving – Managing – Recognizing.</p>	7 + 2
2	<p>2.1 Opportunity / Identification and Product Selection: Entrepreneurial Opportunity Search and Identification;</p> <p>2.2 Product Selection: Criteria to Select a Product</p> <p>2.3 Conducting Feasibility Studies: Project Finalization; Sources of Information.</p> <p>2.4 Entry strategies: New product, Franchising, Partial Momentum, Sponsorship and Acquisition.</p> <p>2.5 Intellectual Property: Creation and Protection.</p>	+ 2

3	<p>3.1 Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale; Rationale; Objective; Scope; Role of SME in Economic Development of India; SME; Registration; NOC from Pollution Board; Machinery and Equipment Selection.</p> <p>3.2 Project Report Preparation: Specimen of Project Report; Project Planning and Scheduling using Networking Techniques of PERT / CPM; Methods of Project Appraisal - economic viability and market feasibility, requirements of financial institutions, projected financial statement preparation.</p>	7 + 2
4	<p>4.1 Role of Support Institutions and Management of Small Business: Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUED; State Financial Corporation SFC;</p> <p>Information : assistance from different organizations in setting up a new venture, technology parks, industrial corporations, directorate of industries / cottage and small scale industries, SISI, Khadi & Village Industries Corporation / Board.</p> <p>DGS & DNSIC, export & import, how to apply for assistance – procedure, forms, procedures for obtaining contract from Railways, Defence, P & T etc., SIDBI.</p> <p>4.2 Laws : Liabilities under the Factories Act, Shops & Establishment Act, Industrial Employment (Standing Orders) Act, Environment Protection Act, Sale of Goods Act, maintenance & submission of statutory records & returns, understanding labour - management relationship.</p>	7 + 2
5	<p>Case Studies: Diagnostic case studies of successful / unsuccessful entrepreneurs, key variables explaining success / failures, industrial sickness, industrial reconstruction, technology obsolescence, technology, transfer.</p>	7 + 2

Learning Resources:

1	Text Books	<p>The Dynamics of Entrepreneurial Development & Management by Desai, Vasant , Himalaya Publishing House, Delhi</p> <p>Managing Small Business by Longenecker, Moore, Petty and Palich, Cengage Learning, India Edition.</p> <p>Cases in Entrepreneurship by Morse and Mitchell, Sage South Asia Edition.</p> <p>Entrepreneurship – Indian Cases on Change Agents by K Ramchandran, TMGH.</p> <p>Entrepreneurship – The engine of growth, edited by Mark Rice and Timothy Habbershon, Published by Praeger Perspectives.</p> <p>Entrepreneurship: Theory, Process and Practice by Kuratko, D.F. & Hodgetts,</p>
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2	Reference Books	<p>Entrepreneurship: New Venture Creation by David H. Holt</p> <p>Entrepreneurship Development New Venture Creation by Satish Taneja, S.L.Gupta</p> <p>Project management by K. Nagarajan.</p> <p>Entrepreneurship: Strategies and Resources by Marc J. Dollinger</p> <p>The Culture of Entrepreneurship by Brigitte Berger.</p> <p>Entrepreneurship by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd</p> <p>Entrepreneurship As Strategy by G. Dale Meyer, Kurt A. Heppard</p> <p>New Vistas of Entrepreneurship: Challenges & Opportunities by A. Sahay, M.S. Chhikara</p> <p>Entrepreneurship and Small Business Management by Siropolis</p> <p>Lead like an Entrepreneur by Neal Thornberry</p> <p>Make The Move: Demystifying Entrepreneurship by Ishan Gupta, Rajat Khare</p>
3	Supplementary Reading Material	<p>The Creation of Wealth - A Tata Story by R M Lala , IBM Publishing</p> <p>B K Birla : A Rare Legacy, Image Inc.</p> <p>Family Business in India by Sudipta Dutta</p> <p>Innovation and Entrepreneurship by Peter F. Drucker</p> <p>You Too Can Become an Entrepreneur by Nalinaksha Mutsuddi</p> <p>Intrapreneurship by Gifford Pinchot III</p> <p>The Entrepreneurial Connection by Gurmeet Naroola</p> <p>Thought Leaders by Steven Brandt.</p> <p>Corporate Entrepreneurship by Vijay Sathe</p> <p>Corporate Entrepreneurship: Entrepreneurial Development Inside</p>

		Organizations by Michael H.Morris, Donald F.Kuratko
4	Websites	www.nenonline.org/ www.tie.org/
5	Journals	<p>Who is an entrepreneur? Is the wrong question, Gartner, W. (1988), American Journal of Small Business, 12(4), 11-32.</p> <p>Becoming an entrepreneur - a question of personality structure?; Hermann B.; Journal of Economic Psychology 18 (1997) Pp. 157</p> <p>Entrepreneurial Folklore; Brockhaus, Robert H.; Journal of Small Business Management. Milwaukee: Jul 1987. Vol. 25, Issue3; p. 1</p> <p>Do You Want to Keep Your Customers Forever?, B. J. Pine II, D. Peppers, and M. Rogers (1995), HBR (Reprint No. 95209)</p> <p>The Spirit of Entrepreneurship; Abdnor, James; Journal of Small Business Management. Milwaukee: Jan 1988. Vol. 26, Issue 1; p. 1</p> <p>Opportunities and Entrepreneurship, Eckhardt, J., & Shane, S. (2003), Journal of Management, 29: 333-349.</p> <p>Why Entrepreneurship? A Worldwide Perspective; Shapero, Albert; Journal of Small Business Management. Milwaukee: Oct 1985. Vol. 23, Issue. 4; p. 1</p> <p>Creating entrepreneurs in India; Leo Paul Dana; Journal of Small Business Management. Milwaukee: Jan 2000. Vol. 38, Issue. 1; p. 86</p> <p>Some Empirical Aspects of Entrepreneurship; Evans, David S.; Leighton, Linda S.; American Economic Review, Jun 89, Vol. 79 Issue 3, p519</p> <p>Survival Chances of Newly Founded Business Organizations; Bruderl, Josef, Preisendorfer, Peter, Ziegler, Rolf. American Sociological Review. Albany: Apr 1992. Vol. 57, Issue. 2; p. 227.</p> <p>A Conceptual Framework for Describing the Phenomenon of New Venture Creation; Gartner, William B.; The Academy of Management Review. Briarcliff Manor: Oct 1985. Vol. 10, Issue. 4; p. 696</p> <p>Some Thoughts on Business Plans, William A. Sahlman, HBS Note# 897101</p> <p>The Five Stages of Small Business Growth, Neil C. Churchill, Virginia L. Lewis, HBR # 83301</p>