

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration			Branch/Spec.		Entrepreneurship		
Semester		III			Version		1.0.0.0		
Effective from <i>Academic</i> Year			2020-21		Effective for the batch Admitted in				June 2020
Subject code		IIIA08BIN		Subject Name		BUSINESS INCUBATION			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical	-	-	
Pre-requisites:									
The subject is required to be taught to first generation entrepreneurs/start up entrepreneurs/entrepreneurs without exposure of management skills/techniques who can take help of incubation/ incubators and convert their dreams into a viable project.									
Learning Outcome:									
Upon successful completion of this course, students will be able to:									
<ul style="list-style-type: none"> • IIIA08BIN.CO1: Understand the fundamentals, principles, and models of business incubation and their role in entrepreneurial ecosystem development • IIIA08BIN.CO2: Apply the incubation process from idea generation to proof of concept, MVP creation, and IP protection in a structured ecosystem. • IIIA08BIN.CO3: Analyze the role of incubators, funding mechanisms, and stakeholder relationships in supporting startups and innovation. • IIIA08BIN.CO4: Evaluate business plans, team structures, and legal frameworks for launching and sustaining new ventures. 									
Theory syllabus									
Unit	Content								Hr
1	Introduction: Fundamentals of business incubation. Principles and good practices of business incubation, Type/benefits of incubators, The Property Developers, Central and Local Government, corporate/educational institutional incubators, Entrepreneurs, venture capitalist, Angel investors Consultants expectation from the incubators.								12
2	Incubation Process: Process of business incubation, registration and application in Incubation Centre/Nodal Institute , the business incubator and how they operate and influence the broader business incubation environment The role of business incubation in the startup development and understanding .Pre-Incubation- Projects to proof of concepts (PoC) - PoC to minimum viable prototypes (MVP) - Common infrastructure & resources - Startups and other business ideas - Ecosystem building - IP creation and protection, and Post Incubation process. Idea lab, business plan structure, value proposition								15
3	Role of business incubators: The role of the business incubator. Business incubator models, their business environment, their owners and funders. Services of incubators, Pre requisites of incubator. Available grants, famous incubator centers, Seed funding/venture capital /angel financiers-types, nature and the procedures, and how they may be approached and convinced to participate								12
4	Developing Team and Presenting Business Plan: The importance of team formation and team building. Examining sample business ideas and writing, business plan. Understanding the investor's/lenders perspective and presenting the business plan. Valuation of business plan and the elevator pitch.								11

5	Launching and Managing the New Venture: Legal issue and other formalities. Legal form of new venture. Entrepreneurial challenges as an individual and an entrepreneur both. Skills of managing business risk &enhancing success of the project.	10
Practical content		
Text Books		
1	Gerl Allen(2000), Brick and Mortar, renovating or building a business incubation facility, NBIA publication 2000.	
Reference Books		
1	Adkins Dinah, (2002), a brief history of business Incubation in U.S, 2002.	
2	Articles of A.C. Cooper(1985), Pandey, I.M. (1996), Lalkaka(2002),ChandraArun,Tim Fealey(2009)	
3	Meredith Erle wine & Ellen Gerl, (2004), NBIA Publications.2004.	

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision) L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 3: Course Name: IIIA08BIN BUSINESS INCUBATION							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
IIIA08BIN.CO1	3	3	2	3	0	2	3
IIIA08BIN.CO2	3	2	3	2	2	1	3
IIIA08BIN.CO3	2	3	2	3	2	2	3
IIIA08BIN.CO4	3	2	3	2	3	1	3

Semester 3: Course Name: IIIA08BIN BUSINESS INCUBATION			
Name of CO	PSO - 1	PSO - 2	PSO - 3
IIIA08BIN.CO1	2	2	3
IIIA08BIN.CO2	2	2	2
IIIA08BIN.CO3	2	3	3
IIIA08BIN.CO4	3	2	2