Business Incubation

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Business Incubation	**4**	**3**	**1**	**0**	**Pass in Class XII**	**NIL**

Learning Objectives

The course aims to familiarize the learners with development of business incubators and its management.

Learning Outcomes

After completion of the course, learners will be able to:

1. Demonstrate the incubation as a concept, types of business incubators and the role played by business incubators in supporting entrepreneurial efforts.
2. Describe the process of business incubation, incubator structure and value propositions leading to start-up development.
3. Describe about various funding opportunities available to business incubators and understand the funding needs of the incubator.
4. Describe about various aspects of development of a business incubator, such as preparation of feasibility study, team building, and preparation of business plan.
5. Interpret the management of business incubators involving formulation of policy for entry and exit, employee management, identification of key performance indicators and mentoring process.
6. Describe the role of M and E as well as of benchmarking in incubator management.

Course Contents:

Unit 1: Introduction (9 hours)

Business Incubation- Concept and Principles; Incubator and Incubation; Pre-requisites of incubator; Development of an incubator; Types of incubators; Corporate and educational incubators. Incubation and Entrepreneurship. Business incubation models and success factors. Virtual business incubation. Agribusiness incubation. Government Policies and Programme, Role of business incubation in the economy.

Unit 2: Incubation Process (10 hours)
Process of business incubation and business incubator; Pre-incubation and postincubation; Idea lab; Business plan structure; Value proposition. Role of business incubation in start-up development.

Unit 3: Incubator Business Environment (8 hours)
Managing business incubator; Financing business incubator; Owners and Fund Providers; Seed funding/venture capital; Angel Financiers: types, nature, and procedures; Services of incubators.

Unit 4: Planning and managing an Incubator (18 hours)
a) Feasibility study; Team formation and team building; Examining sample business idea and writing business plans; Developing business plan; Business incubation marketing and stakeholder management; Understanding investor/lender's perspective and presenting business plan; Valuation of business plan and elevator pitch.
b) Policy formulation for entry and exit; Incubation structures; Roles and responsibilities of key players; Managing incubator employees; Performance indicators of business incubator. Mentoring process; Legal issues and other formalities.

Exercises:
The learners are required to:
1. Develop a comparative study of various business incubators in the context of real- life cases.
2. Analyze the case of a start- up and elaborate upon the business incubation process and business plan structure.
3. Identify funding sources for various business incubators on the basis of real-life examples.
4. Develop a business incubator plan and prepare its management plan.
5. Present case studies on management of different business incubators.
6. Discuss the role of M&E as well as of benchmarking in incubator management.

Suggested Readings

- Adkins, D. (2002). A Brief History of Business Incubation in the United States. Athens: National Business Incubation Association.
- Gerl, E. (2000). Brick and Mortar, Renovating or Building a Business Incubation Facility. Athens: National Business Incubation Association.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on the Department's website.