

Startup and New Venture Management



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Description

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ABOUT THE BOOK

FROM THE PUBLISHER

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Startup and New Venture Management

Unit

Contents

Sessions

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1.1. Concept and Definitions: Entrepreneur & Entrepreneurship, Entrepreneurship and Economic Development; A Typology of Entrepreneurs.

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.

1.3. Factor Affecting Entrepreneurial Growth: Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training.

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.

1.5. Steps of Entrepreneurial Process: Deciding – Developing – Moving – Managing – Recognizing.

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2.1. Opportunity/Identification and Product Selection: Entrepreneurial Opportunity Search and Identification.

2.2. Product Selection: Criteria to Select a Product

2.3. Conducting Feasibility Studies: Project Finalization; Sources of Information.

2.4. Entry Strategies: New product, Franchising, Partial Momentum, Sponsorship and Acquisition.

2.5. Intellectual Property: Creation and Protection.

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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.

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.

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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;

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.

DGS & DNSIC, export & import, how to apply for assistance – procedure, forms, procedures for obtaining contract from Railways, Defence, P & T etc., SIDBI.

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.

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Case Studies: Diagnostic case studies of successful / unsuccessful entrepreneurs, key variables explaining success /failures, industrial sickness, industrial reconstruction, technology obsolescence, technology, transfer.

Details

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