



COURSE CONTENT

PROMOTING INNOVATION & ENTREPRENEURSHIP THROUGH INCUBATION

A) RATIONALE	Globalization and liberalization of economies and the growth of Information, Communication & Technology (ICT) have created enormous opportunities for knowledge-based ventures. Innovation and entrepreneurship are critical drivers of social and economic development. With increasing awareness around the world, especially in developing economies, about the need to promote Innovation and Entrepreneurship, policymakers and other stakeholders increasingly view business incubation as an important tool to unleash human ingenuity, enable competitive enterprises and create sustainable jobs. This has resulted in the growth of Business Incubators to support new ventures, overcome the challenges faced by entrepreneurs and establish an ecosystem for the venture initiation process so that the start-ups are successful.
B) ELIGIBILITY CRITERIA FOR PARTICIPANTS : I) EDUCATION II) TARGET GROUP III) AGE LIMIT IV) WORK EXPERIENCE	Graduation with basic knowledge of English language and numerical skills is preferred. The programme has been specially designed for professionals involved in activities related to promoting innovations through entrepreneurship interventions. It is especially suited to: • Incubation Managers • Academic Professionals in Universities/Colleges intended to set up Incubation Centres • Business Counsellors • Trainer-Motivators • Business Promotion Officers • Executives of Government Organizations engaged in Investment/Business Promotion 25-45 years Minimum 2 years of experience
C) AIM & OBJECTIVE	The challenges of developing an effective business incubator can be met only by preparing and equipping the Incubation

	Managers in all the functional areas of the business incubation process. This can be done only through sharing of knowledge between incubation managers who have learned these processes by experience. Engaging in international networking will also allow the incubators in developing countries to more rapidly adapt internationally recognized best practices. These programmes will also make the incubation managers understand the commonalities among the business incubators across regions and draft a strategy for the effectiveness of the incubator, based on the local conditions and environment.
D) COURSE CONTENT	The programme is designed to have four modules to answer the following key challenges faced by the incubator managers: <u>Module 1- Entrepreneurship, Innovation and Start-up Ecosystem;</u> to facilitate participants learning this module, the following inputs will be provided • Entrepreneurship Development Process • Start-Up Ecosystem • Role of Incubator Manager • Entrepreneurship Support Mechanisms • Development inputs in New Enterprise Creation Programme • Start-Up Policy Initiatives: International Experiences • Concepts of innovation • Types of Innovation <u>Module 2- Setting up & Managing Business Incubator</u> • Role of Innovation, Incubation & Entrepreneurship in Developing Economies • Theory of Innovation • Role/Importance of Innovation • Setting-up Business Incubator: Concept, Methodology & Approach • Planning, Managing, Administering Incubator • Incubators as Instruments of Local Area Development <u>Module 3- Business Model & Fund Raising</u> • Business Model Analysis / Innovation of Business Incubators in Emerging Economies • Writing a Winning Proposal • Fund Raising for Companies • Developing an Incubatee Business Plan <u>Module 4 - Sustainability and Growth of an Incubator</u> • Strategic Management of Business Incubator - A Balanced

	Scorecard Approach • Value-Added Services of an Incubator • Promoting Specialty Incubators • Ideal Business Incubator in Emerging Economies - Beneficiary Perspective • Technology Commercialization through Incubation • Establishing and Managing Private Incubators & Accelerators
E) EXPECTED OUTCOME	The Programme shall help the participants in acquiring an insight and good understanding on various aspects like: • identifying and analyzing constraints and barriers to promote innovations and devise appropriate strategies; • initiating, planning and implementing business incubation activities for promoting knowledge-based enterprises; • sensitizing the environment for extending timely assistance and support required for the establishment of technology based business ventures; counselling the entrepreneurs in various areas of business establishment and management
F) MODE OF EVALUATION OF PERFORMANCE OF THE TRAINEE	While periodic feedback is taken from the participants to improve the quality of inputs, catering services, and other facilities available on campus, on conclusion of the training programme, formal feedback is sought.