JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: BBA/ B.Voc **Semester: VI**

ENTREPRENEURSHIP AND START-UP MANAGEMENT

No. of credits: 4 **No. of Hours: 60**

COURSE OBJECTIVES:

- To impart conceptual and managerial skills to students
- To create awareness among the students about the various institutions which supports entrepreneurship
- To understand new venture creation opportunities, its resources and requirements for enterprise start-up

LEARNING OUTCOMES:

- It will enable the students to become innovative and establish a foundation of confidence in the skills necessary to establish an enterprise.
- The course will enable the students to know the various strategies in overcoming the business challenges.
- It will help the students to analyze start-up capital requirement by analyzing legal factors
- Students can access growth stages in new venture and reasons for scaling ventures

UNIT 1: ENTREPRENEURSHIP **12 HRS**

Meaning and concept of entrepreneurship, the history of entrepreneurship development, competency requirement for Entrepreneurs, role of entrepreneurship in economic development, Myths about entrepreneurs, barriers to entrepreneurship, types of entrepreneurs, Problems and institutions promoting women entrepreneurs, Entrepreneurs, managers and Intrapreneurs. Emerging trends inentrepreneurship: Technopreneurship, Netpreneurs, Agripreneurs, portfolio entrepreneurship.

UNIT 2: INSTITUTIONS PROMOTING ENTREPRENEURSHIP **12 HRS**

The Small Industries Development Bank of India(SIDBI) ,The State Small Industries Development Corporation(SSIDC), State Industrial Development Corporation (SIDC) , State Financial Corporation (SFCs), AWAKE, NABARD, IFC, DIC, Schemes floated by Commercial banks, Venture capitalists, Angel Investors, Industrial Park (Meaning, features, & examples), Special Economic Zone (Meaning, features & examples).

UNIT 3: START-UP OPPORTUNITIES 10 HRS

The new industrial revolution, The big idea – generate ideas with brainstorming, business start up – ideation – venture choices – The rise of the start-up economy, The six forces of change, The start-up equation, The entrepreneurial ecosystem, Entrepreneurship in India.

UNIT 4: STARTUP CAPITAL REQUIREMENTS AND LEGAL ENVIRONMENT 14 HRS

Identifying startup capital resource requirement, estimating startup cash requirements, develop financial assumptions, constructing a process map, positioning the venture in the value chain, launch strategy to reduce risk, startup financing metrics - concept, key financial metrics that investors look for in a start-up (revenue growth rate, gross margin, burn rate, customer acquisition cost, customer life-time value, unit economics). The Legal environment, approval for new ventures, taxes or duties payable for new ventures, dealing with failure: Bankruptcy, exit strategies, Invest India and state government policies to promote start ups.

UNIT 5: START-UP SURVIVAL AND GROWTH 12 HRS

Stages of growth in a new venture, growing with the market, growing within the industry, venture life patterns, reasons for new venture failures, scaling ventures, preparing for change, leadership succession, support for growth and sustainability of the venture.

SKILL DEVELOPMENT ACTIVITIES:

- List out the women entrepreneurs who have contributed to the growth of Indian economy
- Analyze the companies that encourage Intrapreneurs.
- Prepare a report on 5 successful Indian Entrepreneurs.
- List out practical challenges in setting-up a business enterprise
- Identify the traits required for an entrepreneur.
- List out the various Government schemes for promoting Start UPs

BOOKS FOR REFERENCE:

- Vasant Desai: Entrepreneurship and Small-Scale Industry, Himalaya Publishing House.
- Kathleen R Allen, Launcing New Ventures, An Entrepreneurial Approach, Cengage Learning 2016
- Steven Fisher, Ja-nac Duanc, The Startup Equation – A Visual Guidebook for Building Your Startup, Indian Edition, McGraw Hill Education India Pvt. Ltd.2016
- Donald F Kuratko, Jeffrey S Homsby, New Venture Management: The Entrepreneur's Road Map, 2c, Routledge2017
- Vijay Sathe, Corporate Entrepreneurship, 1c, Cambridge,2009

Note: Latest edition of text books may be used.