

JYOTI NIVAS COLLEGE AUTONOMOUS
Programme: BBA / B.VOC (B&F)
ENTREPRENEURSHIP AND START-UPS
Course Code : 24IIIES04

Semester: III
No. of Hours: 60

No. of Credits: 4

COURSE OBJECTIVES:

- To understand the fundamentals of entrepreneurship and the role of entrepreneurs in economic development.
- To analyse the stages of new venture planning and apply market planning concepts.
- To develop and structure a comprehensive business plan
- To explore the startup ecosystem, including types of startups and government support schemes
- To evaluate the Indian startup ecosystem and challenges faced by startups.

LEARNING OUTCOMES:

- Understand the Fundamentals of Entrepreneurship
- Develop Skills in New Venture Planning
- Formulate a Comprehensive Business Plan
- Explore Startup Concepts and Government Schemes
- Assess the Indian Startup Ecosystem and Challenges

UNIT 1: Entrepreneurship **12 Hrs**

Introduction-Meaning of Entrepreneurship, Factors influencing Entrepreneurship. Entrepreneur & Enterprise, Functions of Entrepreneur, Pros and Cons of being an Entrepreneur, Qualities of an Entrepreneur, Types of Entrepreneurs, Role of Entrepreneurs in Economic Development. Neo start ups- meaning & features.

UNIT 2: New Venture Planning **12 Hrs**

Ventures- Meaning and definition, objectives, characteristics, types, Stages in Venture Planning. Methods to initiate ventures, Advantages of an ongoing venture and examination of key issues. Process of developing a market plan – Customer analysis, sales analysis, and competition analysis (only concept)

UNIT 3: Business Plan **12 Hrs**

Introduction, Meaning, Importance, Preparation and format of Business Plan - Financial aspects, Marketing aspects, Human Resource aspects, Technical aspects and Social aspects of the Business Plan. Common pitfalls to be avoided in preparation of a Business Plan. Business Model Canvas-concept

UNIT 4: Introduction to Startups **12 Hrs**

Introduction, Meaning & Definition, Characteristics, Types- Fintech, Edutech, Appareltech, Greentech and Cleantech; Objectives, Scope, Functions, Eligibility Criteria for Startups. Funding schemes for start ups: Pradhan Mantri MUDRA Yojana, Venture Capital Scheme, Support for International Patent Protection in Electronics & Information Technology (SIP-EIT), Stand up India, Single Point Registration Scheme (SPRS), High Risk-High Reward Research, Atal Innovation Mission(AIM) , Startup India Seed Fund Scheme(SISFS)

UNIT 5: Startups in Indian Ecosystem	12 Hrs
Introduction, Overview of Indian Startup Ecosystem. Government Initiatives-Handholding, Funding/Incentives, Accelerators and Incubation centers, Credit Guarantee Scheme for Startups, Tax Exemptions & Legal support by the government. Benefits to startups by the Indian Government. Challenges for startups in India.	

Skill Development Activities:

- List out top 5 Edutech/Fintech/Spacetech/Foodtech/Greentech/Cleantech start-ups in India.
- Prepare a format of a Business Plan.
- List out any 5 benefits of the Startup India Scheme.
- List out any 5 Women startups in India.
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Books For Reference:

1. Entrepreneurship - Starting, Developing, and Management a new Enterprise – Hisrich and Peters-Irwin
2. Fayolle A (2007) Entrepreneurship and New Value Creation, Cambridge University Press, Cambridge.
3. Hougaard S. (2005) The business idea., Springer, Berlin.
4. Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. Butterworth Heinemann, Burlington
5. Adam J. Bock, Gerard George, "The Business Model Book", Pearson Education Limited, 2017. 2.
6. Alexander Chernev, "The Business Model: How to Develop New Products, Create Market Value and Make the Competition Irrelevant", Cerebellum Press, 2017
7. P. Kanagasabapathi, "Indian Models of Economy, Business & Management", PHI Learning, 2013.

Note: Latest edition of text books may be used.