

Department of Commerce- Finance (Unaided)

MULTI DISCIPLINARY COURSES (MDC)

BUSINESS START-UP ESSENTIALS

Course Code	COM1FM105 (1)				
Course Title	BUSINESS START-UP ESSENTIALS				
Type of Course	MDC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	Students should have a foundational understanding of basic business concepts such as marketing, finance, accounting, and management.				
Course Summary	This course equips students with the knowledge and skills necessary to plan, launch, and manage a successful new venture				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamentals of entrepreneurship and the startup ecosystem.	U	C	Instructor - created exams / Quiz Assignment
CO2	Develop a comprehensive business plan for a new venture	Ap	C	Instructor - created exams / project
CO3	Explore different funding options and financial planning strategies for startups.	An	C	Examinations Assignment
CO4	Develop effective marketing and sales strategies for a startup.	An	P	Project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs
		Introduction to Entrepreneurship and Start-up	7
I	1	Defining entrepreneurship and its significance-Entrepreneurial mindset and characteristics	2
	2	Overview of the start-up ecosystem	1
	3	Generating business ideas- Identifying opportunities in the market	2
	4	Evaluating market opportunities-Identifying customer needs	2
II		Business Planning	11
	5	Business Planning-Components of a business plan-Understanding the structure of a business plan-Key elements to include	2
	6	Writing a mission statement and defining clear objectives	1
	7	Developing a value proposition and understanding competitive advantage	2
	8	Conducting market research	2
	9	Analyzing industry trends	2
	10	Identifying target market segments and customer personas	2
III		Funding Options for Start-ups	10
	11	Bootstrapping and self-funding- Strategies for bootstrapping Self-funding options	2
	12	Angel investors and venture capital- Understanding angel investors- Venture capital funding process	2
	13	Exploring crowd funding platforms-Other alternative financing methods	2
	14	Financial Planning and Management-Budgeting and financial projections	2
	15	Pricing strategies- Pricing models and strategies-Pricing for profitability	2
IV		Legal and Regulatory Considerations	8
	16	Business structures (sole proprietorship, partnership, corporation)- Types of business structures-Choosing the right structure	2
	17	Intellectual property protection- Overview of IP protection- Patent, copyright, and trademark	2

	18	Contracts and legal agreements- basic features of Contract Act	2
	19	Ethical Considerations in business	2
V	Open Ended Module		
		Guide students through the process of developing a comprehensive business plan for a new venture, covering areas such as market analysis, product/service development, marketing strategy, financial projections, and operational planning.	9

References

1. Stevenson, H.H., Grousebeck, H.I., Roberts, M.J. and Bhide, A. (2000): New Business Ventures and the Entrepreneur, McGraw-Hill, Singapore.
2. Timmons A.Jeffry and Jr. Stephen Spinell (2009): New Ventures Creation; Entrepreneurship for the 21st Century, McGraw Hill.
3. Chauhan, A., Abidi, S., Kumar, A., and Joshi, M. (July, 2018), "Reading Tea leaves or Foresightedness- Part II", Business World / Education
4. Alexander Osterwalder and Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers"
5. Eric Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.