



Business Entrepreneurship - II
The Practice of Starting
[Discipline Specific Course]

Semester: V	*Credits: 4	Subject Code: C52211	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Describe the process of Entrepreneurship
- Demonstrate proficiency in Ideation skills and abilities
- Relate to the need and importance of Business plan preparation
- Describe the legal aspects of Startups
- Explain and analyze the Revenue models and good network practices

Unit 1: Idea to Opportunity Mapping

10

- Entrepreneurial Process -8 step process
- Idea to Opportunity Mapping
 - Opportunity Analysis
 - Ideation
 - Using Design Thinking
 - Mapping Ideas to Opportunities
 - Testing and Experimenting with Markets

Unit 2: Business Modelling and Business Planning

14

- Business Model
 - On Directed Investment
 - On Directed Credit
 - Functions
 - Types of Business Model
 - Designing a Business Model
- Business Planning
 - Types of Business Plans
 - Sections of Business Plans
 - Business Plan preparation
 - Reviewing a Business Plan
 - Researching for a Business Plan

Unit 3: Legal Issues and IP

12

- MSME-Introduction
 - MSME Act

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<ul style="list-style-type: none">○ Registration formalities and benefits● Selection of ownership of organizations● Steps in Starting a Business Unit● Intellectual Property● Incubation Facilities and Clusters	
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Unit 4: Creating Revenue Models and Networking	12
<ul style="list-style-type: none">● Revenue Models<ul style="list-style-type: none">○ Meaning and Nature○ Different Types of Revenue Models○ Pricing Strategies● Networking<ul style="list-style-type: none">○ Meaning and Advantages○ Advantages○ Stages of Network○ Some popular Networking Forums○ Good Networking Practices	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.
***01 credit to be evaluated as a Skill-based Component**

Recommended Reference Books:

- Shankar Raj. *Entrepreneurship Theory and Practice*. Vijay Nicole Imprints Pvt. Ltd: Chennai; 2012.
- Neck Heidi, Neck Christopher, Murray Emma. *Entrepreneurship-The Practice & Mindset*. Sage Publication: New Delhi; 2018.
- Poornima M. Charantimath. *Entrepreneurship Development and Small Business Enterprises*. Pearson: Delhi; 2014.
- Hirsch D Robert, Peters PV Michael, Shepherd A Dean. *Entrepreneurship*. McGraw Hill: 2009.
- Desai Vasant. *The Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House: Mumbai; 2014.
- Gogte Jyoti. *Startups and New Venture management*. Vishwakarma Publications: Pune; 2014.

Journals:

- <https://www.startupindia.gov.in/>
- <https://udyamregistration.gov.in/Government-India/Ministry-MSME-registration.htm>

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Business Entrepreneurship - II
The Practice of Sustaining and Growing
[Discipline Specific Course]

Semester: VI	*Credits: 4	Subject Code: C62211	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Examine the different sources of funding for startups
- Relate to the need and importance of Social Media marketing
- Demonstrate proficiency in the Art of Pitching
- Describe the role of support institutions and Government
- Explain and analyze the Entrepreneurial growth strategies

Unit 1: Financing the Startup	14
<ul style="list-style-type: none">• Basics of Finance• Importance of Funding• Boot Strapping<ul style="list-style-type: none">○ Concept and Strategies• Sources of Funds-Choosing the right source<ul style="list-style-type: none">○ Development and Financial Institutions○ Government Grants○ Angel Investors• Venture Capitalists	

Unit 2: Marketing and Pitching	14
<ul style="list-style-type: none">• Basics of Marketing and Selling• Entrepreneurial Marketing<ul style="list-style-type: none">○ Meaning and Concept○ Guerilla Marketing○ Marketing through Social Media○ Creating our website• The Art of Pitching<ul style="list-style-type: none">○ Context and Importance○ Types of Pitches - Elevator, Detailed○ Pitch Approaches-Storytelling and Question	

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Unit 3: Support Institutions and Government Initiatives	10
<ul style="list-style-type: none"> • Support Institutions <ul style="list-style-type: none"> ○ Government Organizations-NSIC, SIDO, SIDBI, KVIC ○ Non-Government Organization-NEN, CIIE ○ Upcoming Institutions/organizations • Government Schemes <ul style="list-style-type: none"> ○ Startup India Seed Fund ○ ASPIRE ○ ATAL Innovation Mission ○ NewGen Innovation and Entrepreneurship Development Centre (NewGen IEDC) ○ Single Point Registration Scheme 	

Unit 4 :Entrepreneurial Growth Strategies	10
<ul style="list-style-type: none"> • Overview of Strategy • Approaches to Strategy • Strategy and Small Business • Strategy Cycle • Strategic Growth Routes 	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.
***01 credit to be evaluated as a Skill-based Component**

Recommended Basic Reading:
<ul style="list-style-type: none"> • Bhasin, Niti. <i>Indian Financial System: Evolution and Present Structure</i>. New Century Publications: 2014. • Bhole, L.M. <i>Financial Institutions and Markets</i>. Tata McGraw Hill: 2017. • Pathak, Bharati. <i>The Indian Financial System</i>. Pearson Education: 2018. • Tannan, M.L. <i>Banking Law and Practice in India</i>. Lexis-Nexis India: 2017.

Recommended Reference Books:
<ul style="list-style-type: none"> • Shankar Raj. <i>Entrepreneurship Theory and Practice</i>. Vijay Nicole Imprints Pvt. Ltd.: Chennai; 2012. • Neck Heidi, Neck Christopher, Murray Emma. <i>Entrepreneurship-The Practice & Mindset</i>. SAGE Publication: 2018; New Delhi. • Poornima M. Charantimath. <i>Entrepreneurship Development and Small Business Enterprises</i>. Pearson: Delhi; 2014. • Hirsch D Robert, Peters PV Michael, Shepherd A Dean. <i>Entrepreneurship</i>. McGraw Hill: 2009. • Desai Vasant. <i>The Dynamics of Entrepreneurial Development and Management</i>. Himalaya Publishing House: Mumbai; 2014.











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- Dr. Gogte Jyoti. *Startups and New Venture management*. Vishwakarma Publications: Pune, 2014.

Journals:

- <https://startuptalky.com/list-of-government-initiatives-for-startups/>

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