Course Code	Course Name	Credits
26CM508	ENTREPRENEURSHIP AND START UP MANAGEMENT	4

Course Objectives

- To develop entrepreneurial mindset and skills.
- To understand the process of starting and managing a business.
- To provide knowledge of startup ecosystem, funding, and innovation.
- To enable students to prepare business plans and implement idea.
- To understand the startup ecosystem**.**

Course Outcomes

- Understand entrepreneurship concepts and startup processes.
- Identify and evaluate business opportunities.
- Develop business plans for startups.
- Analyze funding options and financial feasibility.
- Apply managerial skills to run and grow a startup

Unit I Introduction to Entrepreneurship (12hours)

Introduction to Entrepreneurship**:** Meaning, definition, and concept of entrepreneurship - Types of entrepreneurs (social, women, rural, tech, etc.) - Characteristics and qualities of successful entrepreneurs - Role of entrepreneurship in economic development - Entrepreneurship vs Intrapreneurship.

Unit II Business Idea Generation & Opportunity Analysis (12 hours)

Business Idea Generation & Opportunity Analysis**:** Sources of business ideas - Creativity and innovation techniques - Opportunity identification and screening - Market research and feasibility analysis - Design thinking and innovation process.

Unit III Start-up Formation & Business Plan (12hours)

Start-up Formation & Business Plan: Steps in starting a business - Forms of business organization - Business model and value proposition - Preparation of business plan - Legal requirements and registration procedures

Unit IV Startup Financing & Funding (12hours)

Startup Financing & Funding: Financial planning for startups - Sources of finance: Bootstrapping, Angel investors, Venture capital, Bank loans - Startup valuation - Government schemes (Startup India, MSME, etc.)Managing and Growing a Start-up**:** Marketing strategies for startups - Operations and human resource management - Leadership and team building - Growth strategies and scaling - Exit strategies (IPO, acquisition)

Unit V Entrepreneurship Ecosystem & Trends (12 hours)

Entrepreneurship Ecosystem & Trends: Startup ecosystem (incubators, accelerators, government support) - Role of institutions and policies - Social and green entrepreneurship - Emerging trends (AI, digital platforms, fintech) - Ethical issues in entrepreneurship

Reference Books:

1. Vasant Desai , “Small Scale Industries and Entrepreneurship” , **Publisher:** Himalaya Publishing House.
2. S.S. Khanka , “Entrepreneurial Development”, S. Chand & Company Ltd.(2000).
3. Robert Hisrich, “Entrepreneurship” , Publishers - McGraw-Hill Education.
4. Bruce Barringer , “Entrepreneurship: Successfully Launching New Ventures”
5. Donald Kuratko, “Entrepreneurship Theory, Process & Practice”

Website

1. https://youtu.be/rA4uKIy5gO0?si=02F1KL6rKX4mJLmE
2. https://youtu.be/l9ydpY8Vsek?si=u_7Dpx56B35pPdB7
3. https://youtu.be/LspR6URaK7Q?si=nzS8bGR5Hxfxzbby
4. https://youtu.be/-suuHkJmz-w?si=7DMybhJko0ny5ufl
5. https://youtu.be/6ntagbePBTQ?si=2e70G0y0lKPpkB2W

COs and Bloom's Taxonomy Mapping – 26CM508		
Course Outcomes	**On successful completion of this course, students will be able to**	**BTL**
CO1	Understand entrepreneurship concepts and startup processes.	K1, K2
CO2	Identify and evaluate business opportunities.	K3, K4
CO3	Develop business plans for startups.	K4
CO4	Analyze funding options and financial feasibility.	K5
CO5	Apply managerial skills to run and grow a startup	K6

BTL (Bloom's Taxonomy Level) - K1 – Remembering, K2 – Understanding, K3- Applying, K4 – Analyse, K5- Evaluate and K6 - Create

Relationship Matrix – 26CM508													
Course Outcomes	**Programme Outcomes (POs)**						**Programme Specific Outcomes (PSOs)**						**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	**PSO6**	
CO1	3	2	1	1	1	2	3	3	1	1	1	1	1.67
CO2	3	2	3	1	1	1	2	2	3	2	1	1	1.83
CO3	3	3	2	1	1	1	2	3	3	2	2	1	2.00
CO4	2	2	3	2	1	1	2	1	2	3	3	1	1.92
CO5	3	2	3	1	1	2	2	2	3	2	2	3	2.17
												Total	1.918

Mean Score: 3- High, 2- Medium/Moderate, 1-Low

FULLY HUMAN
Fully
Alive