



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Commerce
Semester-1(B.Com)

Subject: Business Management & Startups – BCOXX11303

Type of course: Minor Stream

Prerequisite:

- Before understanding this subject includes a solid understanding of fundamental business principles, as well as familiarity with the basics of economics, accounting, and marketing.
- Proficiency in critical thinking and problem-solving skills is essential, along with the ability to analyze and interpret data. Effective communication skills, both written and verbal, are crucial for successful collaboration and negotiation.
- Additionally, an entrepreneurial mindset, characterized by innovation, risk-taking, and adaptability, is highly valuable for individuals interested in the field of startups.

Rationale:

This course covers a wide range of essential topics in business management and entrepreneurship, strategic management, leadership, human resources, and financial planning. Students will receive a comprehensive introduction to these areas, allowing them to build a strong foundation in fundamental principles and practices required for successful business operations.

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | Total Marks |
|-----------------|---|---|---------|-------------------|-----|-----|-------------|
| CI | T | P | | C | SEE | CCE | |
| | | | MSE | | | ALA | |
| 4 | 0 | 0 | 4 | 100 | 30 | 70 | 200 |

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Continuous Assessment:

(For each activity maximum-minimum range is 5 to 10 marks)

| Sr. No | Active Learning Activities | Marks |
|--------------|--|-----------|
| 01 | Pros & Cons: Faculty will provide topic and student will write Pros. and Cons for Business Management and upload it on Moodle. | 10 |
| 02 | Best Managers list: Student will draft soft copy of Best Manager in several fields with appropriate pictures and information of it and upload it on Moodle. | 10 |
| 03 | Entrepreneurial Documentaries: Faculty will assign students to listen to podcasts or watch documentaries related to entrepreneurship and startups. Give Brief information about it in short Report and student have upload it on Moodle. | 10 |
| 04 | Business Plan Competition (Poster Making): Faculty will organize a business plan competition and students have to develop a comprehensive business plan for a startup idea and upload it on Moodle. | 10 |
| 05 | Student choice activity: In this activity student can choose any activity on the basis on their own choice which relevant to subject and upload it on Moodle. | 10 |
| 06 | Fundraising: Faculty will provide fields of startup and student will draft list of opportunities is available for start-ups, and options are available for fundraising and upload it on Moodle. | 10 |
| 07 | Attendance | 10 |
| Total | | 70 |

Course Content:

| Sr. No | Course content | Hrs. | % Weightage |
|--------|--|------|-------------|
| 1 | <p>➤ Introduction to Business Management:</p> <ul style="list-style-type: none"> • Introduction, Meaning, Definition, Nature & Scope • Management vs. Administration, Importance • Managerial Roles, Functions of management • Levels of Management | 15 | 25 |



| | | | |
|---|--|----|----|
| 2 | <ul style="list-style-type: none"> ➤ Managers: • Who are Managers? Skills of an Effective Manager, how to become successful Managers ➤ Motivating and Leading People at work: • Introduction, Features, importance, • Theories of Motivation: <ul style="list-style-type: none"> ▪ Maslow's hierarchy of needs theory ▪ Achievement Motivation Theory ▪ Herzberg's Two Factor theory | 15 | 25 |
| 3 | <ul style="list-style-type: none"> ➤ Introduction to Entrepreneurship & start-up: • Overview, Definition • Key characteristics of successful startups, • role of entrepreneurship in economic development, • Myths about entrepreneurs • Importance of startups in the economy ➤ Start-up opportunities: • Startup Opportunity Identification • Idea Generation Techniques • Entrepreneurship in India, Government Initiatives. ➤ Startup Fundraising and Legal Environment: • Fundraising options and sources of capital • Develop financial assumptions • Resource requirements ➤ The Legal Environment: • Approval for New Ventures Taxes or duties payable for new ventures. | 15 | 25 |
| 4 | <ul style="list-style-type: none"> ➤ Start-up Survival and Growth: • Startup Survival and Growth - Challenges faced in initial stages, Stages of growth in a new venture, Reasons for new venture failures ➤ E-Cell: • Meaning and concept of E-cells, advantages to join E-cell, significance of E-cell, various activities conducted by E-cell ➤ Planning for Harvest and Exit: • Definition and significance of business harvesting, Common reasons for business harvesting, Business Harvesting Strategies Exit Strategies | 15 | 25 |



Suggested Specification table with Marks (Theory):100

| Distribution of Theory Marks (Revised Bloom's Taxonomy) | | | | | | |
|--|-----------------|-------------------|-----------------|-------------|--------------|------------|
| Level | Remembrance (R) | Understanding (U) | Application (A) | Analyze (N) | Evaluate (E) | Create (C) |
| Weightage | 35% | 40% | 25% | - | - | - |

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

| | |
|--|---|
| After learning the course, the students should be able to: | |
| CO1 | Understand the fundamentals of business management. |
| CO2 | Realize the vital role of motivational theories in business management. |
| CO3 | Recognize the framework of entrepreneurship and start-up and develop skills in its practical application. |
| CO4 | Identify the role of E-cell in Business Growth. |

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/ SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.



Reference Books:

- 1. Marketing Management (15th edition), Philip Kotler and Kevin Lane Keller, Pearson Education India.**
- 2. Marketing Management R. S. N. Pillai S. Chand & Company Private LTD)**

