



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management
Studies Semester-2 (BBA)

Subject: Business Startup & Innovation BBAIE12306

Type of course: Major (core)

Prerequisite:

Starting a business involves many activities related to organizing the organization. The process includes generating of an idea for the enterprise (called concept development), researching the idea's potential for success, and writing a business plan. And brand building.

Rationale:

The aim of the course is to build knowledge and understanding about Business Start up & innovation among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Startup and innovation.

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 into 50 Marks

CCE 100 Marks will be converted into 50 Marks

It is compulsory to pass in each individual component



Course Content:

Sr. No	Course content	Hrs	% Weightage
1	Creating and Starting the Business Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process. The power of knowledge (know your industry & know your market)	15	25
2	The Business Plan Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans. Marketing plan, financial plan and the organizational plan, Launching formalities. Current Trendy Business Ideas, source of financing & managing new venture. Institutional support for Business starts up Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs), Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)	18	25
3	Business Expansion Strategy Features and evaluation of joint ventures, acquisitions, merges, franchising	12	25
4	Brand Building Strategy Ways to check whether your Business will fly (future prediction) The importance of having USP, Choosing Great businessname, Brand Image, Website Development.	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	<p>Startup financing: Startup financing is the process of a newly established business acquiring funding through debt or equity. Startup founders usually have multiple sources of financing like banks, investors or the public. Start-up financing helps growing businesses get the financial support they need to ensure profits. In this exercise student have to research that from where they will get loan, and funds to start new business and upload on GMIU portal.</p>	10
2	<p>Prepare Start up organization chart: Students have to prepare start up organization chart and upload on GMIU portal.</p>	10
3	<p>Real-time reactions: When students are watching a video, (for example: on TATA group of company, jio, Amul etc.), have them share their real-time reactions. This helps students spot trends and consider new points of view upload on GMIU portal.</p>	10
4	<p>Prepare Business Model: Students have to prepare presentation on the Hypothetical start-up idea in group of 5. The file they have to upload on GMIU portal.</p>	10
5	<p>Case study : Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation in a group of three and Upload it GMIU web portal.</p>	10
6	<p>Think -pair- share student consider their response to a question then take turn sharing their idea with a partner, think -pair -share activity focus on collaborative learning upload on GMIU portal.</p>	10
7	Attendance	10
Total		70

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	40%	40%	-	10%	10%	-

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	Develop a start-up Enterprise with Big Idea Generation.
CO2	Ability to understand Business plan i and evaluate the new trends in business startup and innovation.
CO3	Evaluate financial stability and decide on expansion possibilities.
CO4	Understand the role of Brand Building.

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 overactive Learning Assignment

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



Reference Books:

- Eric Ries, Latest Edition, The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses, Crown Currency.
- Peter Thiel, Latest Edition, Zero To One, Random House
- Clayton M Christensen, Latest Edition, The Innovators Dilemma, Harvard Business Review Press

