Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-3 (MBA)

Subject: Startup Ecosystem Support - MBAEP13510

Type of course: Major (Core)

Prerequisite:

Basic understanding of business management principles and entrepreneurial fundamentals.

Rationale:

This subject equips the students with critical knowledge and skills to navigate, contribute to, and succeed in the dynamic world of startups.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
				Theory Marks		Practical Marks		CA	
CI	T	P	C	ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities.

Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	**Introduction to the Startup Ecosystem** • Definition and Characteristics of Startups • Evolution of the Startup Ecosystem • Key Stakeholders in the Ecosystem (Entrepreneurs, Investors, Incubators, Accelerators) • Government Policies and Startup Initiatives • Case Studies of Successful Startups • Challenges and Opportunities in the Startup Ecosystem	15	25

2	**Funding and Financial Strategies** • Sources of Startup Funding (Bootstrapping, Angel Investors, Venture Capital, Crowdfunding) • Financial Planning and Projections for Startups • Equity Financing and Ownership Dilution • Valuation Methods for Startups • Pitching to Investors: Crafting a Compelling Pitch Deck • Legal Aspects of Fundraising	15	25
3	**Business Model and Market Strategies** • Business Model Canvas and Lean Startup Methodology • Market Research and Validation • Product Development and MVP (Minimum Viable Product) • Customer Acquisition and Retention Strategies • Digital Marketing and Growth Hacking Techniques • Scaling Up: Challenges and Strategies	15	25
4	**Innovation and Sustainability in Startups** • Fostering Innovation in Startups • Intellectual Property Rights and Patents • Sustainable Business Practices and Social Responsibility • Measuring and Enhancing Impact • Exit Strategies: Mergers, Acquisitions, and IPOs • Future Trends in the Startup Ecosystem	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	**Innovative Product Idea:** Students have to work on innovative product idea and its application in real world and upload the presentation on GMIU Web Portal.	10
2	**Poster Presentation:** Students will prepare poster of one innovative service and upload it on GMIU Web Portal.	10
3	**Intellectual Property Rights Exploration:** Students will explore Copyright, Patent and Trade Mark of any product of their choice and prepare a brief note regarding the same and upload the PDF on GMIU Web Portal.	10
4	**Merger & Acquisition Exploration:** Students will select one real life Merger & Acquisition of their choice and prepare a brief presentation of the same and upload the PPT on GMIU Web Portal.	10

5	**Case Study:** Faculty will provide a topic and idea related to case study. Students will prepare the solutions on the given case / situation and upload it to GMIU web portal.	10
Total		50

Suggested Specification table with Marks (Theory):60

Distribution of Theory Marks **(Revised Bloom's Taxonomy)**						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	30%	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	Understand the fundamental components and dynamics of the startup ecosystem.
CO2	Analyze various funding options and financial strategies essential for startup growth.
CO3	Develop and implement effective business models and market strategies for startups.
CO4	Integrate innovation and sustainability principles to build impactful startups.

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] "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries

[2] "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel and Blake Masters

[3] "The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company" by Steve Blank and Bob Dorf

[4] "Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson

[5] "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur