



Subject: Startup Ecosystem - BATXX12308

Type of course: Multidisciplinary

Prerequisite: NA

Rationale:

This course focuses on the basic roles, skills and functions of entrepreneurship with special attention to startup. The course is directed to help students to enhance capabilities in the field of managing the given task as well as to understand peripheral influencing aspects for starting a new business. It will certainly help students to think in a direction to establish a small industry /start-up and develop /validate it using fundamental know how.

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.



Course Content:

Sr. No	Course content	Hrs	% Weightage
1	<ul style="list-style-type: none"> ❖ Introduction To Entrepreneurship and Start – Ups • Define Entrepreneurship • Discuss characteristics and functions of entrepreneurship. • Identify different types of Entrepreneurships • Compare the concepts entrepreneur and intrapreneur • Distinguish between entrepreneur and managers • Identify 7-M Resources • Know MSME & Startup India, standup India, SSIP and its registration process for both. 	15	25
2	<ul style="list-style-type: none"> ❖ Business Ideas and their implementation (Idea to Start-up) • Finding Ideas and making an activity map • Develop the plans for creating and starting the business • Business using the ideation canvas and the business model canvas • Market research related terms • Market mix related terms • Learn Product related terminologies • Emphasize on Innovation • Explain concept of Risk and SWOT 	15	25
3	<ul style="list-style-type: none"> ❖ Management Practices • Concept and differences between industry, commerce and business. • Various types of ownerships in the organization. • Different types of leadership models. • Analyze the nature and importance of various functions of management • Discuss Financial organization Management • Distinguish management and administration 	15	25

4	<ul style="list-style-type: none"> ❖ Support Agencies and Incubators • Support agencies and current promotional schemes for enterprise and startups • Advocacy to investor • Various Legal Issues 	15	25
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Continuous Assessment:

Sr. No	Active Learning Activities	Marks
01	Entrepreneurship chart: Students will prepare a comparison chart on different types of entrepreneurship and upload it on GMIU Web Portal.	10
02	Activity Map Exercise: Students will prepare and present a PPT on business plan for start-up from business idea to launching a product or service and upload it on GMIU Web Portal.	10
03	7-M Poster: Students will prepare a poster on 7-M resources and upload it on GMIU Web Portal.	10
04	Start-up India: Students will find the registration process of Start-up India and prepare a short report on it. Upload it on GMIU Web Portal.	10
05	Logo design: Students will create a logo for their new or fictional startup and upload it on GMIU Web Portal.	10
06	SWOT Analysis report: Students will prepare and present a short report on SWOT analysis of any recent startup in India. Upload it on GMIU Web Portal.	10
07	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	30%	40%	20%	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 dynamic role of entrepreneurship and Startups.
CO2	Identify a Business Idea and implement it.
CO3	Evaluate suitable Management practices like leadership and Ownership, resource institutes.
CO4	Analyze of support Agencies and Incubators

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] Entrepreneurship Development, E. Gordon & K.Natarajan, Himalaya
- [2] Entrepreneurship Development, S S Khanka, S Chand & Company
- [3] Entrepreneurship, Roy Rajeev, Oxford University Press

