Gyanmanjari Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-3 (BBA)

**Subject:** Startup Ecosystem and Government Support – BBA1IE13310

**Type of course:** Major (Core)

## Prerequisite:

To provide students with a comprehensive understanding of startup ecosystems, key stakeholders, funding mechanisms, and the role of government policies and schemes in promoting entrepreneurship.

## Rationale:

The subject Startup Ecosystem and Government Support helps students understand how startups grow within an ecosystem of investors, institutions, and policies. It highlights the role of government initiatives like Startup India in promoting entrepreneurship in India. The course builds entrepreneurial thinking and prepares students to start or support innovative ventures.

## Teaching and Examination Scheme:

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

*Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; LWA - Lab Work Assessment; V – Viva voce; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.*

<table>
<tr><th>Sr. No</th><th>Course content</th><th>Hrs.</th><th>% Weightage</th></tr>
<tr><td>1</td><td>
Introduction to Startup Ecosystem<br>
Theory Topics
<ul>
<li>Meaning and concept of startups and entrepreneurship</li>
<li>Characteristics of startups vs traditional businesses</li>
<li>Evolution of startup ecosystem in India and globally</li>
<li>Startup lifecycle stages (idea → growth → scaling)</li>
<li>Key drivers of startup growth</li>
<li>Challenges and reasons for startup failure</li>
</ul>
Practical 1: Startup Ecosystem Mapping<br>
Students need to Identify and map key components of a startup ecosystem (investors, incubators, mentors, government, market) and explain their roles briefly.<br>
Practical 2: Growth Drivers Identification<br>
Students need to Identify and explain the key factors that drive growth in a startup or organization.<br>
Examination Style
<table>
<tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr>
<tr><td>1</td><td>ALA 1: Understanding Startups<br>Students need to select a startup and identify its key characteristics with relevant examples. Prepare a report and upload it on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>2</td><td>ALA 2: Startup vs Traditional Business<br>Compare a startup and a traditional business on key factors using real examples in form of table and upload the report on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>3</td><td>Startup Pitch:<br>Students will prepare and deliver a concise startup pitch presenting the problem, solution, target market, and value proposition using design thinking.</td><td>20</td><td></td></tr>
<tr><td></td><td>Total</td><td>20</td><td>20</td></tr>
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</td><td>07 T<br>05 P</td><td>20</td></tr>
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<td>2</td>
<td>
Components of Startup Ecosystem<br>
Theory Topics
<ul>
<li>Key stakeholders: Entrepreneurs, investors, mentors, institutions</li>
<li>Role of incubators, accelerators, and co-working spaces</li>
<li>Role of universities and innovation hubs</li>
<li>Networking and support systems in startups</li>
<li>Startup clusters and ecosystem mapping</li>
</ul>
Practical 1: Stakeholder Mapping Activity<br>
Students need to select a startup and create a stakeholder map identifying entrepreneurs, investors, mentors, and institutions.<br>
Practical 2: Networking Simulation Exercise:<br>
Students need to Conduct a mock networking event where students role-play as entrepreneurs, investors, and mentors. Each student must pitch and build at least 3 connections.<br>
Examination Style
<table>
<tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr>
<tr><td>1</td><td>ALA 3: Startup Cluster Mapping Project<br>Students need to create a cluster map of a startup hub that showing key startups, investors, and support systems. prepare a report and upload the report on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>2</td><td>ALA 4: Startup Failure Case Analysis Students analyze a failed startup and identify reasons for failure. prepare a report and upload the report on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>3</td><td>Ecosystem Support System Case Study:<br>Students need to prepare a case study on how support systems contributed to the success of a startup.</td><td>20</td><td></td></tr>
<tr><td></td><td>Total</td><td>20</td><td>20</td></tr>
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<td>05 T<br>07 P</td>
<td>20</td>
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<td>3</td>
<td>
Government Policies and Institutional Framework<br>
Theory Topics
<ul>
<li>Role of Government in promoting entrepreneurship</li>
<li>Key institutions: DPIIT, MSME, NITI Aayog, SIDBI</li>
<li>Startup India initiative and Atal Innovation Mission</li>
<li>Ease of Doing Business in India</li>
<li>State-level startup policies</li>
</ul>
Practical 1: Policy Suggestion Exercise<br>
Students propose new ideas to improve government startup policies. They will explain the pros and cons of the suggestions.<br>
Practical 2: State Startup Policy Comparison<br>
Students need to compare startup policies of Gujarat, Karnataka, and Telangana.<br>
Examination Style
<table>
<tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr>
<tr><td>1</td><td>ALA 5: Ease of Doing Business Activity<br>Students list and explain key reforms improving Ease of Doing Business in India. Prepare a report and upload it on GMIU web portal.</td><td></td><td>10</td></tr>
<tr><td>2</td><td>ALA 6: Role of Government in Entrepreneurship<br>Explain the role of government in promoting entrepreneurship with suitable examples. Prepare report and upload it on GMIU web portal.</td><td></td><td>10</td></tr>
<tr><td>3</td><td>Policy Impact Case Study<br>Faculty will provide a case study, students need to Analyze how government policies helped a startup.</td><td>20</td><td></td></tr>
<tr><td></td><td>Total</td><td>20</td><td>20</td></tr>
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<td>
Government Schemes and Financial Support<br>
Theory Topics
<ul>
<li>Overview of startup funding stages</li>
<li>Government schemes: MUDRA Yojana, Stand-Up India, CGTMSE, Fund of Funds for Startups (FFS)</li>
<li>Tax incentives and subsidies</li>
<li>Role of banks and financial institutions</li>
<li>Venture capital, angel investors, and crowdfunding</li>
</ul>
Practical 1: Government Scheme Research Activity<br>
Students need to research and present any one government scheme.<br>
Practical 2: Loan Application Simulation<br>
Students simulate applying for a loan under Pradhan Mantri MUDRA Yojana by preparing a loan proposal.<br>
Examination Style
<table>
<tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr>
<tr><td>1.</td><td>ALA 7: Bank vs NBFC Comparison Task<br>Students compare banks and financial institutions (NBFCs) in terms of loan process, interest rate, and accessibility, prepare a report and upload it on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>2</td><td>Assignment 1: Startup Funding Stages Mapping<br>Students need to create a visual chart of funding stages and explain each stage. prepare a report and upload the report on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>3</td><td>Role Play<br>Students need to do Role-play on topic given by faculty while the class notes key differences.</td><td>20</td><td></td></tr>
<tr><td></td><td>Total</td><td>20</td><td>20</td></tr>
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<td>5</td>
<td>
Capacity Building, Case Studies, and Future Trends<br>
Theory Topics
<ul>
<li>Skill development and entrepreneurship training</li>
<li>Role of incubators and startup hubs in capacity building</li>
<li>Case studies of successful Indian startups</li>
<li>Challenges in government support implementation</li>
<li>Future trends in startup ecosystem</li>
<li>Startup ecosystem in Tier 2 & Tier 3 cities</li>
</ul>
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**Practical 1: Government Support Challenges Discussion:**
Students need to participate in a group discussion to identify key challenges in implementing government support schemes and suggest practical solutions.

**Practical 2: Skill Development Plan**
Students assess their strengths and gaps, set goals, and create a personal plan to develop key entrepreneurship skills.

**Examination Style**

| Sr. No | Evaluation Methods | SEE | CCE |
|---|---|---|---|
| 1 | **Assignment 2: Startup Hub Analysis** Students need to research an incubator and explain its role, services, and impact on startup growth. Prepare report and upload it on GMIU web portal | | 10 |
| 2 | **Assignment 3: Startup Idea Based on Future Trends** Students need to Research future trends, develop a startup idea based on them, and present its concept, target market, and value proposition. Prepare report and upload on GMIU web portal. | | 10 |
| 3 | **Think–Pair–Share:** Students need to think individually about top 5 skills for entrepreneurs, discuss with a partner, and share with class. | 20 | |
| | **Total** | **20** | **20** |

## 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 | 10% | 20% | 20% | 20% | 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 concept and structure of startup ecosystems |
| CO2 | Identify key stakeholders and their roles in startup development |
| CO3 | Analyze government policies and institutional support systems |
| CO4 | Evaluate funding options and government schemes for startups |
| CO5 | Apply ecosystem knowledge to develop startup ideas and strategies |

## Instructional Method:

The course will adopt a student-centered and experiential learning approach combining theoretical and practical exposure. Teaching methods will include interactive lectures to introduce key concepts, case study analysis of successful startups and government initiatives, and group discussions to encourage critical thinking. Students will participate in workshops, brainstorming sessions, and business model development activities to apply ecosystem concepts. Additionally, presentations, field visits to incubators/startups, and project-based learning will help students gain real-world insights into startup functioning and government support systems.

## Reference Books:

[1]Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. Wiley.

[2]Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. Crown Business.

[3]Blank, S., & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. K&S Ranch.

[4]Thiel, P. (2014). *Zero to one: Notes on startups, or how to build the future*. Crown Business.

[5]Kawasaki, G. (2015). *The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything*. Portfolio.

[6] Government of India. (2016). *Startup India action plan*. Government of India

**Suggested Assessment Guidelines:**

| SEE | Topic | Criteria | Marks | Description |
|---|---|---|---|---|
| 1 | Startup Pitch | Idea Clarity & Innovation | 10 | Evaluates originality, feasibility, and clarity of the startup idea. |
| | | Presentation & Persuasion Skills | 10 | Assesses communication, confidence, and ability to convince stakeholders. |

| | | | | |
|---|---|---|---|---|
| 2 | Ecosystem Support System Case Study | Understanding of Ecosystem | 10 | Measures knowledge of incubators, accelerators, funding, and support bodies. |
| | | Analytical & Application Skills | 10 | Evaluates ability to analyze and apply ecosystem concepts to the case. |
| 3 | Policy Impact Case Study | Understanding of Policy Framework | 10 | Assesses knowledge of government policies and their objectives. |
| | | Impact Analysis | 10 | Evaluates ability to assess policy outcomes on startups/businesses. |
| 4 | Role Play | Participation & Engagement | 10 | Measures involvement, teamwork, and active participation in role play. |
| | | Concept Application | 10 | Assesses how well theoretical concepts are applied in simulated situations. |
| 5 | Think–Pair–Share | Collaboration & Interaction | 10 | Evaluates teamwork, discussion quality, and peer interaction. |
| | | Critical Thinking & Response | 10 | Assesses depth of thinking and ability to present logical responses. |