

FYUGP 2nd SEMESTER
 DETAILED SYLLABUS
 Course Title: **STARTUPS AND ENTREPRENEURSHIP**
 Course Code: **SEC 228**

Nature of the Course: **Skill Enhancement Course (SEC)**

Course Credit: 03

Distribution of Marks: 80 (End Semester) + 20 (in Sem)

Course objective:

1. To introduce the students to the concept of Startups and Entrepreneurship.
2. To provide the knowledge of becoming an entrepreneur by identifying business opportunities and developing business plans.

UNITS	Contents	L	T	P
Unit 1 (20 marks)	Introduction: Meaning and importance of Entrepreneurship, Evolution of the term entrepreneurship, Factors influencing entrepreneurship, characteristics of entrepreneurship, types of entrepreneurship, objectives of entrepreneurship development, Startups- Definition, Types.	6		2
Unit 2 (15 marks)	Entrepreneurship Development Skills: Types of entrepreneurial skills - team work and leadership skill, analytical and problem solving skills, critical thinking skills, branding, marketing and networking skills. Role of entrepreneurship development programmes (EDP)	9		2
Unit 3 (15 Marks)	Institutions supporting Entrepreneurs: Various Central and State Level Organizations which Help the Entrepreneurs, Banks and non banking financial organisations, Fund Collection for Entrepreneurship	9		2
Unit 4 (15 marks)	Entrepreneurial opportunity and enterprise planning: Sensing entrepreneurial opportunities, selecting the right opportunity, Site Selection, Feasibility Analysis	6		4
Unit 5 (15 marks)	Preparation of Business model/Plan: Business plan - concept, format, components of business plan. Significance of Business Plan. Making of a Business plan	5		4
	Total	35		14

L = Lecture, T= Tutorial , P= Practicals

Mode of In Semester Assessment:	(20 Marks)
• One sessional examination	10 Marks
• Others (any one)	10 Marks
Group Discussion	
Assignment	
Seminar Presentation any of the relevant topics	

Course Outcome:

At the end of this course, the students will be able to start his/ her own business by understanding the opportunities that are lying in front of them.

He / she will learn how to make a business plan and how to approach funding agencies for getting their loans sanctioned.

Recommended Books

1. Kathleen R Allen, *Launching New Ventures, An Entrepreneurial Approach*, Cengage Learning.
2. Anjan Raichaudhuri, *Managing New Ventures Concepts and Cases*, Prentice Hall International.
3. S. R. Bhowmik & M. Bhowmik, *Entrepreneurship*, New Age International.
4. Steven Fisher, Ja-nae' Duane, *The Startup Equation -A Visual Guidebook for Building Your Startup*, Indian Edition, Mc Graw Hill Education India Pvt. Ltd.
5. Byrd Megginson, *Small Business Management An Entrepreneur's Guidebook*, 7th ed, McGrawHill
6. A Fayolle *Entrepreneurship and new value creation*, Cambridge, Cambridge University Press