



M.Com

| Name of the Course : Entrepreneurship and Start-Ups<br>(Open Elective)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                       |                   |                                      |
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| Course Code : 3.6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                       | Course Credits: 4 | No. of Hours per week: 4 Hrs.        |
| CIE : 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | SEE : 70                                              | Total Marks : 100 | Total No. of Teaching Hours: 60 Hrs. |
| <p style="text-align: center;"><b><u>Course Description:</u></b></p> <p>This course introduces students to entrepreneurship and the process of creating and developing start-ups. It covers entrepreneurial opportunities, idea development, start-up planning, funding, institutional support, and growth strategies. The course enables students from diverse academic backgrounds to understand the entrepreneurial process and develop an entrepreneurial orientation.</p>                                                                                                                                                                                                                  |                                                       |                   |                                      |
| <p style="text-align: center;"><b><u>Course Objectives:</u></b></p> <ol style="list-style-type: none"><li>1. To understand the concepts, characteristics, and significance of entrepreneurship and start-ups.</li><li>2. To identify entrepreneurial opportunities and evaluate business ideas.</li><li>3. To understand the process of establishing and managing a start-up.</li><li>4. To examine various sources of start-up finance and institutional support available to entrepreneurs.</li><li>5. To analyse the challenges, growth strategies, and contemporary developments affecting start-ups.</li></ol>                                                                             |                                                       |                   |                                      |
| <p style="text-align: center;"><b><u>Course Outcomes:</u></b></p> <p><b>On successful completion of the course, the student will be able to:</b></p> <p><b>CO1:</b> Explain the concepts, characteristics, and role of entrepreneurship and start-ups.</p> <p><b>CO2:</b> Identify entrepreneurial opportunities and evaluate potential business ideas.</p> <p><b>CO3:</b> Describe the process and requirements involved in establishing and managing a start-up.</p> <p><b>CO4:</b> Evaluate alternative sources of finance and institutional support available to entrepreneurs.</p> <p><b>CO5:</b> Analyse start-up challenges and strategies for survival, growth, and sustainability.</p> |                                                       |                   |                                      |
| <b>MODULE 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Foundations of Entrepreneurship</b>                |                   | <b>10 Hours</b>                      |
| Meaning and Concept of Entrepreneurship; Entrepreneur and Entrepreneurship; Characteristics and Functions of an Entrepreneur; Entrepreneur versus Manager; Types of Entrepreneurs; Entrepreneurial Competencies; Entrepreneurial Motivation; Entrepreneurial Mindset; Role of Entrepreneurship in Economic Development; Women Entrepreneurship; Rural Entrepreneurship; Social Entrepreneurship; Green Entrepreneurship; Challenges Faced by Entrepreneurs; Entrepreneurship as a Career                                                                                                                                                                                                        |                                                       |                   |                                      |
| <b>MODULE 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Entrepreneurial Opportunity and Business Ideas</b> |                   | <b>12 Hours</b>                      |
| Business Idea and Business Opportunity; Sources of Business Ideas; Opportunity Identification; Opportunity Recognition; Environmental Scanning; Identifying Customer Problems and Needs; Idea Generation Techniques; Screening of Business Ideas; Market Feasibility; Technical Feasibility; Financial Feasibility – Basic Concepts; Commercial Viability; Product and Service Concept; Value Proposition; Minimum Viable Product (MVP) – Concept; Testing and Validation of Business Ideas.                                                                                                                                                                                                    |                                                       |                   |                                      |
| <b>MODULE 3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Establishing a Start-Up</b>                        |                   | <b>14 Hours</b>                      |
| Meaning and Characteristics of Start-Ups; Start-Up Life Cycle; Entrepreneurial Process; From Idea to Start-Up; Forms of Business Organization for Start-Ups; Selection of Business Location; Start-Up Team and Co-Founders; Basic Resource Requirements; Business Plan – Meaning, Importance and Components; Marketing Plan; Operations Plan; Organizational Plan; Financial Plan – Basic Concepts; Registration and Basic Legal Requirements for Start-Ups; Intellectual Property for Start-Ups – Basic Concepts; Start-Up India – Concept and Major Initiatives.                                                                                                                              |                                                       |                   |                                      |
| <b>MODULE 4</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Start-Up Finance and Support Ecosystem</b>         |                   | <b>12 Hours</b>                      |
| Financial Requirements of Start-Ups; Bootstrapping; Personal Savings; Friends and Family Funding; Bank Finance; Angel Investors; Venture Capital; Crowdfunding; Seed Funding; Debt and Equity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                       |                   |                                      |



Financing – Basic Concepts; Stages of Start-Up Funding; Incubators and Accelerators; Mentoring and Networking; Role of Universities and Educational Institutions in Entrepreneurship Development; Government Support for Entrepreneurship; Startup India; MUDRA; Stand-Up India; SIDBI; Institutional Support for MSMEs and Start-Ups.

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| <b>MODULE 5</b> | <b>Managing and Growing Start-Ups</b> |
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| <b>12 Hours</b> |
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Start-Up Management; Customer Acquisition and Retention; Building a Start-Up Team; Leadership in Start-Ups; Managing Limited Resources; Revenue Generation; Cost Management – Basic Concepts; Start-Up Growth Strategies; Scaling a Start-Up; Partnerships and Strategic Alliances; Digital Platforms for Start-Up Growth; Business Sustainability; Start-Up Failure – Causes and Lessons; Pivoting – Concept and Need; Exit Strategies – Acquisition, Merger and Initial Public Offering – Conceptual Overview; Ethical and Social Responsibilities of Entrepreneurs; Contemporary Trends in Entrepreneurship and Start-Ups.

**SKILL DEVELOPMENT ACTIVITIES**

- Identify a business opportunity based on a problem or unmet customer need and present the proposed solution.
- Prepare a brief feasibility analysis for a proposed business idea.
- Prepare a basic business plan for a proposed start-up.
- Compare suitable sources of finance for a start-up at different stages of its development.
- Analyse the success or failure of a selected Indian start-up and identify the major entrepreneurial lessons.

**BOOKS FOR REFERENCE**

1. Khanka, S. S. (2020). Entrepreneurial development. S. Chand Publishing.
2. Desai, V. (2017). Dynamics of entrepreneurial development and management (2nd ed.). Himalaya Publishing House.
3. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). Entrepreneurship (11th ed.). McGraw Hill.
4. Kuratko, D. F. (2023). Entrepreneurship: Theory, process, practice (12th ed.). Cengage Learning.
5. Barringer, B. R., & Ireland, R. D. (2021). Entrepreneurship: Successfully launching new ventures (6th ed.). Pearson.
6. Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Business.
7. Blank, S., & Dorf, B. (2020). The startup owner's manual: The step-by-step guide for building a great company (1st ed.). K&S Ranch.

**E-Resources**

1. Startup India – Government of India  
<https://www.startupindia.gov.in/>
2. Ministry of Micro, Small and Medium Enterprises (MSME)  
<https://msme.gov.in/>
3. SIDBI – Small Industries Development Bank of India  
<https://www.sidbi.in/>
4. MUDRA – Micro Units Development and Refinance Agency  
<https://www.mudra.org.in/>
5. Stand-Up India  
<https://www.standupmitra.in/>