

15.4 Semester IV

Code: BCA-4001 T	CC-IX	Entrepreneurship and Startup Ecosystem	2L+T:0P	2 Credits (30 hours theory)
Max Marks: 100; Theory: 100 (Int: 25; Ext: 75)				
<p>Course Outcomes: Upon completion of the course, students will be able to</p> <p>CO1: Understand basic building blocks of creating a venture</p> <p>CO2: Identify a business opportunity and translate it into a viable business model</p> <p>CO3: Identify the elements of the Indian entrepreneurship eco system and take relevant benefits from the constituents</p> <p>CO4: Know the legacy of family businesses and key differentiations from entrepreneurship stabilizing operations, build a team from scratch and scaling the business.</p> <p>CO5: Understand then nuances of operating a startup – low budget marketing</p>				
Unit	Topics		Purposed lectures	
I	<p>Introduction To Entrepreneurship & Family Business: Definition and Concept of Entrepreneurship, Entrepreneur Characteristics Classification of Entrepreneurs, Role of Entrepreneurship in Economic Development–Start-Ups, Knowing the Characteristics of Family Business with Discussion on Few Indian Cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.</p>		7	
II	<p>Evaluating Business Opportunity: Sources of Business Ideas and Opportunity Recognition, Guesstimating the Market Potential of a Business Idea, Feasibility Analysis of the Idea, Industry, Competition and Environment Analysis</p>		7	
III	<p>Building Blocks of Starting Ventures: Low-Cost Marketing using Digital Technologies, Team Building from Scratch, Venture Funding, Establishing the Value-Chain and Managing Operations, Legal Aspects like IPR and Compliances</p>		8	
IV	<p>Start-Up Ecosystem: Components of the Start-Up Eco system Including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc., Various Govt. Schemes like Start-Up India, Digital India, MSME etc., Sources of Venture Funding Available in India, Source of Technology, Intellectual Property Management</p>		8	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. <i>Startup India Learning Program</i>. Start Up India, www.startupindia.gov.in. 2. Roy, Rajeev. <i>Entrepreneurship</i>. Oxford University Press, 2022. 3. Ireland, R. Duane, and Bruce R. Barringer. <i>Entrepreneurship: Successfully Launching New Ventures</i>. Pearson Publishing, 2020. 4. Agarwal, Rajiv. <i>Family Business Management</i>. Sage Publishing, 2022. 5. Tiwari, Anish. "Mapping the Startup Ecosystem in India." <i>Economic & Political Weekly</i>, 2003. 6. Ramachandran, K. <i>Indian Family Businesses: Their Survival Beyond Three Generations</i>. ISB Working Paper Series, 2011. 				


