

Multidisciplinary Course-29

Semester II

Start-up and Entrepreneurship Development

Course Category: Multidisciplinary (MD)	Schedule of Offering:
Course Credit Structure: 3	Course Code: MDIS3129
Total Number of Hours: 45	Contact Hours Per Week: 3
Lecture: 3	Tutorial: 0
Practical: 0	Medium of Instruction: English
Date of Revision:	Skill Focus: Employability
Short Name of the Course:	Course Stream (<i>Only for Minor Courses</i>):
Grading Method: Pass/Fail	Repeatable: Credit
Course Level: Beginner	

Course Description

This is a Multi-Disciplinary Course offered by School of contemporary Knowledge Systems for any undergraduate students other than Commerce and Management stream. The purpose of this course is to explore the opportunities of initiating Start-Ups and fostering entrepreneurship skills by covering the basic ideas, theories, and real-world application procedures. The development of entrepreneurial competences, idea generation, product development, and the launch of micro, small, and medium-sized businesses (MSMEs) are covered in this course. It provides students with the necessary skills for flourishing as entrepreneurs by putting a strong emphasis on feasibility studies and business plan writing.

Course Objective

- Provide students the basic information and abilities needed to run profitable enterprises, with an emphasis on crucial areas including market research, finance, and business strategy.
- Encourage students to think creatively and entrepreneurially, helping them to solve problems in the real world and spot new business prospects.
- Develop students' leadership and strategic decision-making skills to help them meet the obstacles of entrepreneurship and accelerate long-term company expansion.

Course Outcome

1. Students will understand the fundamental role and competencies of entrepreneurs, distinguishing between managerial, entrepreneurial, and intrapreneurial roles, and develop competence in conducting feasibility studies, creating comprehensive business plans, and utilizing startup planning and scheduling tools essential for venture management and addressing business challenges.

- Students will acquire skills in idea generation, product development, and feasibility analysis essential for turning ideas into viable ventures, including compliance with regulatory requirements, and understand the significance of MSMEs in India, assess various ownership forms, comprehend registration procedures, and evaluate business opportunities within MSMEs.

PO-CO Mapping

PO-CO Mapping Matrix

CO/ PLO Map ping	PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PL O 12	PL O 13	PL O 14	PL O 15	PL O 16
CO1			3	3			3	3	3							
CO2		3			3	3					3					

Prerequisites and other constraints

Having a basic understanding of business concepts such as marketing, finance and management can be beneficial for students in Entrepreneurship Development courses. Since this course will be taught in English, students taking this course must be comfortable with the basic usage of English.

Pedagogy

The pedagogical approach for the Start Up and Entrepreneurship Development course adopts a multifaceted strategy aimed at cultivating a comprehensive understanding and practical application of entrepreneurial concepts. Interactive lectures, supplemented by case studies and group discussions, provide a theoretical foundation, while workshops and simulation exercises immerse students in hands-on experiences, fostering critical thinking, problem-solving, and teamwork. This pedagogical framework strives to instil not only theoretical knowledge but also practical skills and an entrepreneurial mindset essential for success in the dynamic world of entrepreneurship.

Evaluation Pattern

Evaluation Matrix

Continuous Internal Assessment (CIA) Components*	Component Type	Weightage Percentage	Total Marks	Tentative Dates	Course Outcome Mapping
	MSE	33.33%	10	Week 10	1 & 2
	Assignment	33.33%	10	Week 3 & 10	1 & 3
	Presentations/ Quizzes	33.33%	10	Week 8 & 9	2, 4 & 5
	CIA Marks	100%	30		
ESE		70%	70		1,2,3,4, & 5

* The assignments involved in CIA will be subject to plagiarism checks. A submission with unexplained similarities exceeding 30% will be rejected.

Modules

Module 1: Concept and Entrepreneurial Competencies: Entrepreneur & Entrepreneurship, Entrepreneurship and Economic Development, Entrepreneur's Role, Task and Personality - Entrepreneurial Skills, Manager vs. Entrepreneur vs Intrapreneur, Entrepreneurship as a Career Option, Start Ups and Entrepreneurship, How Startups Evolve, What Startups Need. (9 hours)

Module 2: Social Entrepreneurship and Entrepreneurial Development cycle: Women Entrepreneurship, Process of Entrepreneurship Development, Entrepreneurial Development Cycle, Interlinking Education, Innovation and Entrepreneurship, Global Impact of Entrepreneurship, Entrepreneurship in India, Factors Affecting Entrepreneurial Growth, Problems Faced by Entrepreneurs, Entrepreneurship Development Programs. Governmental and Non-Governmental Initiatives towards Promoting Entrepreneurship. (9 hours)

Module 3 : Idea Generation and Product Development : Why does the Innovation Process need Ideas, stages from Idea Generation to Idea Implementation, Making a Product / Service Choice, Process Selection, Entry Strategies, Arranging Finance, Location of an Enterprise, Land and Construction of the Building, Getting Utility Connections, Raw Material Procurement, Choosing Machinery & Equipment, Hiring Manpower, Environmental Regulatory Requirements, Quality Certification, Intellectual Property Rights, Conducting Feasibility Studies and Project Finalization. (9 hours)

Module 4: Setting Up of Micro, Small and Medium Enterprise (MSME): Introduction, Present Status of Industry & Service Sectors in India, Status of Micro, Small and Medium Enterprises, Registration Formalities for Micro, Small, Medium Enterprises, Trend in MSMEs and Growth, Selection of Types of Ownership of Organisations, Steps of Ladder the Small Entrepreneur has to Climb, List of Business Opportunities. (9 hours)

Module 5: Conducting Feasibility Study and Preparing Business Plan: A. Conducting a Feasibility Study B. Reasons for Conducting a Feasibility Study C. Writing a Business Plan. Start-up Planning and Scheduling: Phases in Start-up, Start-up Planning, Start-up Scheduling, Scheduling Tools: GANTT Chart, Program Evaluation & Review Technique Business sickness -causes & remedial measures. (9 hours)

Suggested books:

- Startup and New Venture Management, Dr. Jyoti Gogte, Vishwakarma Publications, Pune.

Reference books:

- Entrepreneurship: Successfully Launching New Ventures, Bruce R. Barringer and R. Duane Ireland. Pearson.
- Effectual Entrepreneurship, Stuart Read, Saras Saraswathi, Nick Dew, Robert Wiltbank, and Anne-Valérie Ohlsson. Routledge.

