

**KU1MDCCOM101: MANAGEMENT OF START-UPS**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	MDC	100-199	KU1MDCCOM101	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1 1/2

**Course Description**

The course aims to acquire knowledge about start-up ecosystems, equip the students with the knowledge and skills to establish and run their own new venture.

**COURSE OUTCOMES**

**Course Learning Outcomes: At the end of the Course, the Student will be able to -**

<b>CO1</b>	To create awareness about the start-up ecosystem in India& Kerala
<b>CO2</b>	To understand the various assistance and facilities provided by the multiple agencies to start-ups
<b>CO3</b>	To acquire knowledge about the preparation and presentation of the documents needed for starting new ventures
<b>CO4</b>	To Understand various types of ventures and procedures involved in starting new ventures as start-up
<b>CO5</b>	To acquire knowledge about the preparation and presentation of business plans needed for starting new start-ups by using innovative tools

**Mapping of Course Outcomes to PSOs:**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1					<input checked="" type="checkbox"/>
CO2		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
CO3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CO4			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CO5	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## COURSE CONTENTS

### Contents for Classroom Transactions:

Module	Unit	Content	Hrs
<b>I</b>	<b>The Start-Up Ecosystem in India</b>		<b>10</b>
	1.1	The Start-up Ecosystem in India -Startup India- Stand up India-Make in India-Overview of the Indian start-up ecosystem and its evolution	
	1.2	Key players and stakeholders: government, incubators, accelerators and investors	
	1.3	Support systems available to start-ups, such as mentorship programs and funding opportunities (Crowd Funding, Venture Capital, Private Equity, Angel Investors)	
<b>II</b>	<b>Types of Start-up Ventures</b>		<b>12</b>
		Types of start-up ventures- technology-driven, social enterprises and lifestyle businesses	
		Considerations for selecting a venture- market demand, personal interests, skills, and resources	
		Steps involved in launching a start-up, including idea validation, business planning, and execution	
<b>III</b>	<b>Institutional Financial Support</b>		<b>6</b>
		Institutional Financial Support -Institutions supporting small business enterprises: Central-level institutions, state-level institutions, and other agencies.	
		Various Agencies: Industrial Development Corporation (IDC) - State Financial Corporation (SFCs) - Small Scale Industries Development Corporations (SSIDCs) - Khadi and Village Industries Commission (KVIC) - Technical Consultancy Organisation (TCO) - Small Industries Service Institute (SISI) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDBI)	
<b>IV</b>	<b>Start-up Ecosystem in Kerala</b>		<b>8</b>
		Kerala Start-up Mission-IEDC-Techno Park-Incubators and its Operations	
		District Industries Centres (DICs) and its functions-Growth of Start-Ups in different Sectors-Agro based Start-Up- NBFC support to start up.	
	<b>Teacher Specific Module</b>		<b>9</b>

V	Teacher can add more practical components such as Presentations for investors and business Plans- Teacher can make the students familiar with recent technological advancements such as AI to improve presentation and project report-making	
---	--	--

### **Core Compulsory Readings (Books, Journals, E-sources Websites/ weblinks) List**

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. AnjanRaichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. S. R. Bhowmik& M. Bhowmik, Entrepreneurship, New Age International, 2007.
4. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, McGraw Hill Education India Pvt. Ltd, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6. Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009
7. C. Gordon Bell With John E. Mcnamara, Hitech Ventures, Addison-Wesley Publishing Company, Inc.
8. Alejandro Cremades, The Art of Startup Fundraising - Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know.
9. Dr. Atul Kapdi, Dr. Pankaj Kumar Ambadas Anawade, Mrs. Vinita Ahire Kale - Start Up and New Venture Management- Thakkur Publication Pvt Ltd, Pune,2020

### **Core Suggested Readings (Books, Journals, E-sources Websites/ weblinks)**

1. K K Jisha, The Development Experience of Kerala, Archers & Elevators Publishing House, 2015
2. <https://www.startupindia.gov.in/>

### **TEACHING LEARNING STRATEGIES (Classroom activities / Lab activities / Field Activities)**

- Class Room Lectures
- Field Trips
- Face to Face Interaction with Entrepreneurs
- Expert Talks
- Seminars
- Symposium
- Workshop

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>50</b>
<b>Continuous Evaluation</b>	<b>25</b>
a) Test Paper	5
b) Test Paper	5
c) Assignment	7.5
d) Seminar/Viva/Article or Book Review	7.5
<b>Total</b>	<b>75</b>

**Sample Questions to test Outcomes.**

1. Discuss the features of Start-Up Ecosystem
2. You wish to start a start-up. Which steps of the entrepreneurial process will follow?
3. Discuss the Institutional framework for star-ups exists in India
4. What is the role of Kerala Start Up Mission in supporting Start ups

**Employability for the Course / Programme**

- Entrepreneur Roles
- Business Consultant Roles
- Fund Raiser Roles
- Administrator Roles