



Bachelor of Business Administration BBA (HM) - Semester- I

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| Course Code | UM1SEBBH02 | Title of the Course | BUSINESS STARTUP |
| Total Credits of the Course | 02 | Hours per Week | 02 |

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| Course Objectives | 1. To impart basic skills for start any new ventures. |
| | 2. Learn Steps from Idea generation to success. |
| | 3. To familiarize with Government initiatives. |

| Course Content | | |
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| Unit | Description | Weightage (%) |
| 1. | <p>INTRODUCTION & DEVELOPING SUCCESSFUL BUSINESS IDEAS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept and definition of business & Startup <input type="checkbox"/> Types of startup & Skills to require business startup <p>DEVELOPING SUCCESSFUL BUSINESS IDEAS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Recognizing opportunities <input type="checkbox"/> Trend analysis <input type="checkbox"/> Generating ideas <input type="checkbox"/> Brain storming <input type="checkbox"/> Focus groups <input type="checkbox"/> Surveys <input type="checkbox"/> Customer advisory board <input type="checkbox"/> Patents and IPRs | 50 % |
| 2. | <p>FUNDING & GOVERNMENT INITIATIVES FOR STARTUP IN INDIA</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sources of finance <input type="checkbox"/> Commercial banks <input type="checkbox"/> Government grants and schemes <p>GOVERNMENT INITIATIVES FOR STARTUP IN INDIA</p> <ul style="list-style-type: none"> <input type="checkbox"/> Government initiatives <input type="checkbox"/> Startup India initiative, Seed fund ATAL innovation mission Self-employment and talent utilization(SETU) | 50 % |



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| Teaching-Learning Methodology | ICT through (e.g. Power Point presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study |
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| Evaluation Pattern | | |
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| Sr. No. | Details of the Evaluation | Weightage |
| 1. | Internal Written(As per CBCSR.6.8.3) | 15% |
| 2. | Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance(As per CBCS R.6.8.3) | 15% |
| 3. | University Examination | 70% |

| Course Outcomes | |
|------------------------|---|
| 1. | Through the course study students can get acquainted him with basics of start up. |
| 2. | Students can find new avenues for start up by using various skills. |
| 3. | New idea generation will be possible for future start up programmes. |
| 4. | Student can have details of various Government Schemes for start up. |

| Suggested References | |
|-----------------------------|---|
| Sr. No. | References |
| 1 | Entrepreneurship development and project management by Neeta Baporikar |
| 2 | Dynamics of entrepreneurial development and management by Vasant desai, Himalaya publication |
| 3 | Kathleen R. Allen , launching new ventures, An entrepreneurial approach, Cengage learning 2016 |
| 4 | Anjan rai chaudhari, Managing new ventures concepts and cases, prentice hall international 2010 |



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| On-line resources to be used if available as reference material |
| 1. https://www.constructionplacements.com/top-business-skills-for-startups/ |
| 2. https://in.indeed.com/career-advice/career-development/what-is-venture-capital |
| 3. https://blog.ipleaders.in/process-venture-capital-financing-india/ |
| 4. https://byjus.com/free-ias-prep/atal-new-india-challenge/ |
| 5. https://www.vedantu.com/commerce/setu-scheme |

