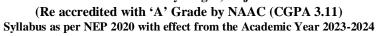


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Bachelor of Business Administration BBA (HM) - Semester- I

Course Code	UM01SEBBH02	Title of the	BUSINESS STARTUP
		Course	
Total Credits	02	Hours per	02
of the Course	02	Week	02

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

	Course Content	
Unit	Descript ion	Weightage (%)
1.	INTRODUCTION & DEVELOPING SUCCESSFUL BUSINESS IDEAS ☐ Concept and definition of business & Startup ☐ Types of startup & Skills to require business startup	50 %
	DEVELOPING SUCCESSFUL BUSINESS IDEAS ☐ Recognizing opportunities ☐ Trend analysis ☐ Generating ideas ☐ Brain storming ☐ Focus groups ☐ Surveys ☐ Customer advisory board ☐ Patents and IPRs	
2.	FUNDING & GOVERNMENT INITIATIVES FOR STARTUP IN INDIA Sources of finance Commercial banks Government grants and schemes GOVERNMENT INITIATIVES FOR STARTUP IN INDIA Government initiatives Startup India initiative, Seed fund ATAL innovation mission Self-employment and talent utilization(SETU)	50 %

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Teaching-Learning	ICT through (e.g. Power Point presentation, Audio-Visual Presentation)
Methodology	Group Discussion, Role Playing, Case Study

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written(As per CBCSR.6.8.3)	15%
2.	InternalContinuousAssessmentintheformofQuizzes,Seminars,Assignments,Attenda nce(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	
