

Name of the Programme: Bachelor of Commerce (Honors)

Course Code: COM-145 Title of the Course: Innovation and Start-ups

Number of Credits: 03 (1T+2P)

Effective from AY: 2023-24

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	<p>Objectives of the Course are:</p> <ol style="list-style-type: none"> <li>1. To develop an entrepreneurial mind-set.</li> <li>2. To acquaint learners with skills to develop a business model.</li> <li>3. To enable learners to explore funding and growth opportunities.</li> </ol>	
<b>Content:</b>	<p><b>Unit 1: Introduction to Startups and Entrepreneurship</b>            Introduction to Entrepreneurship, Factors influencing Entrepreneurship, Characteristic of Entrepreneur;            Process and Phases of Entrepreneurship, Types of Entrepreneurs, Barriers to entrepreneurship, Entrepreneurship Motivation Theories, Entrepreneurship Models - Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company);            Skills of an Entrepreneur, Ethics and Entrepreneurship</p>	<b>15 hours</b>
	<p><b>Unit 2: Exploring Business Opportunity, Developing a Business Model and Starting up (Practical)</b>            Exploring Business Opportunity: Self-Discovery, Environment Scanning for idea generation, Problem Identification and Idea Generation, Spotting Trends, Creativity and Innovation, Idea Evaluation;            Developing a Business Model: Team, Market Understanding, Product/ Market Fit, Customer Validation, Business Model Canvas Preparation, Preparation of Business model and Business Plan;            Translating Business Model into Startup: Business Planning (Finance, HR, Marketing, Distribution, Production Plan, Networking), Obtaining Business Licenses, Applicability of Regulations</p>	<b>30 hours</b>
	<p><b>Unit 3: Startup Growth and Expansion (Practical)</b>            Identifying Growth Opportunities, Funding Sources of Entrepreneurship for Growth, Retention &amp; Expansion Strategies, Expansion model, Maximizing Profits, Determine appropriate exit strategies for entrepreneurs;            Identify Funding Agencies both private and government aided, Cases in various types of fundings: Debt Funding, Bootstrap, Seed, Series A;            Organizational Assistance by government for startup and various policies;            Incubation Centres – role, support and mentorship, prototyping and stakeholder connects, startup scaling.</p>	<b>30 hours</b>
<b>Pedagogy:</b>	Lectures, Discussions, Presentations, Case Studies, Assignments, Class Activities	
<b>Reference/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Ramachandran, K. (2008). Entrepreneurship Development, McGraw Hill</li> <li>2. Katz, J., &amp; Green, R. (2020). Entrepreneurial Small Business (6<sup>th</sup> Ed.), McGraw Hill</li> <li>3. Byrd, M. J., &amp; Megginson, L. C. (2012). Small Business Management an</li> </ol>	

	<p>Entrepreneur's Guidebook (7th Ed.), McGraw Hill</p> <ol style="list-style-type: none"> <li>4. Fayolle, A., &amp; Lyon, E. M. (2007) Entrepreneurship and new value creation: The Dynamic of the Entrepreneurial Process. Cambridge University Press.</li> <li>5. Hougaard S. (2005) The Business Idea: The Early Stages of Entrepreneurship. Springer</li> <li>6. Lowe, R., &amp; Mariott, S. (2006) Enterprise: Entrepreneurship &amp; Innovation. Butterworth Heinemann</li> <li>7. Dana, L. (2013). World Encyclopedia of Entrepreneurship, Edward Elgar.</li> <li>8. Akhouri, M. M. P., &amp; Mishra, S. P. Udyamita (in Hindi) MMP. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla</li> </ol>
<p><b>Course Outcomes:</b></p>	<p>After completion of this course, the learners will be able to:</p> <p><b>CO 1:</b> Develop an entrepreneurial mind-set by learning key skills.</p> <p><b>CO 2:</b> Create and validate a business model and business plan.</p> <p><b>CO 3:</b> Explore business funding opportunities.</p> <p><b>CO 4:</b> Explore business growth opportunities.</p>