

As Per NEP 2020

University of Mumbai



Title of the program

- A-U.G. Certificate in Management Studies 2024-25**
- B-U.G. Diploma in Management Studies 2025-26**
- C-Bachelor of Management Studies 2026-27**
- D-Bachelor of Management Studies (Hons.) 2027-28**
- E-Bachelor of Management Studies
(Hons. with Research) 2027-28**

Syllabus for

Semester – Sem I to II

Ref: GR dated 20th April, 2023 for Credit Structure of UG

**(With effect from the academic year 2024-25
Progressively)**

VSC/ SEC

Programme Name: BMS (Bachelor of Management Studies)

Course Name: Business Start-up Skills

Total Credits: 02

Total Marks :50

University assessment :30

College assessment :20

Learning Objectives

- a) To make students understand new venture creation opportunities, its resources, and requirements for Business Start-up.
- b) To encourage the students to adopt, adapt and innovate the strategies for new start-ups
- c) To motivate them for the survival of the fittest in the competitive business environment

Course Outcome

CO1) Students will understand the opportunities with regards to Business Start-ups

CO2) The students will learn about the various sources of finance for a new venture

CO3) Learners will inform about the role of central/state government in promoting entrepreneurship

CO4) Students will learn about the survival and growth strategies of start-ups

CO5) Students will be encouraged to come up with innovative ideas for start-up enterprise.

Module 1:

Unit 1: Introduction to Business Start-ups

- a. Introduction of Industry 4.0 and Industry 5.0 - Concept and features of Business Start-ups- Business Start-ups Ecosystem- Factors responsible for the growth of Business Start-ups in the Indian economy
- b. Competencies required for budding entrepreneurs - Essential Traits to become a successful budding entrepreneur - Women entrepreneurs and challenges before women entrepreneurs

Module 2:

Unit 2: Initiatives to encourage Business Start-ups

- a. The six forces of change- Government initiatives to encourage the Business Start-ups in India- Challenges faced by the Business Start-ups- Sources of funds and role of banking sector in development of Business Start-ups
- b. Start-ups Success and Failure stories (Case studies)- Introduction to functioning of Incubation Centre/ Entrepreneurial Development Cell – Ideations and Planning for business start-ups Initiatives taken by the educational institutions to encourage Business Start-ups (Practical /Activities)

References:

- *Norman M. Scarborough & Jeffery R. Cornwall, Essentials of Entrepreneurship and Small Business Management, 9th Edition, Prentice Hall, 2018.*
- *Howard Frederick, Allan O'Connor, & Donald F. Kuratko, Entrepreneurship: Theory, Process and Practice, 4th Edition, Cengage Learning, 2016.*
- *Vasant Desai, Entrepreneurship Management, 1st Edition, Himalaya Publishing House, 2013.*
- *Madhurima Lal, Entrepreneurship, 1st Edition, Excel Publications, 2012.*
- *Eric Ries, The Lean Start-up: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, 1st Edition, Crown Publishing, 2011.*
- *Madhukar Shukla, Social Entrepreneurship in India, 1st Edition, SAGE Publications India Pvt Ltd., 2020.*
- *Peter Thiel & Blake Masters, Zero to One: Notes on Start Ups, or How to Build the Future, Random House, 2014*
- *Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.*
- *Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017C*