

# As Per NEP 2020

## University of Mumbai



### Title of the program

- A- U.G. Certificate in Commerce
- B- U.G. Diploma in Commerce
- C- B.Com.
- D- B.Com. ( Hons.)
- E- B.Com. (Hons. with Research)

### Syllabus for

### Semester – Sem I & II

Ref: GR dated 20<sup>th</sup> April, 2023 for Credit Structure of UG

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

**VSC Semester 1**  
**Fundamentals of Start Up**

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>Fundamentals of Start up</b>
<b>VERTICLE /CATEGORY</b>	<b>VSC 1</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

**COURSE DESCRIPTION**

The course Fundamentals of Start up introduce the fundamentals of startup in India, funding strategies & motivation to start own business.

**COURSE OBJECTIVE**

To understand new venture creation opportunities, its resources, and requirements for Enterprise Start-up.

**COURSE OUTCOME**

Course Outcomes: On successful completion of this course, the students will be able:

CO1: Develop a start-up Enterprise with Big Idea Generation.

CO2: Analyze start-up capital requirement by analyzing legal factors.

CO3: Interpret feasibility Analysis towards funding issues.

CO4: Access growth stages in new venture and reasons for scaling ventures.

CO5: Evaluate financial stability and decide on expansion possibilities

**ORGANISATION OF THE COURSE**

<b>UNIT NO</b>	<b>COURSE UNITS AT A GLANCE</b>	<b>TOTAL HOURS</b>
1	Start-up Opportunities	15
2	Start-up Capital Requirements and Legal Environment	15
<b>TOTAL HOURS</b>		<b>30</b>

## **COURSE DESIGN**

### **Semester I Title: Fundamentals of Start-ups**

#### **Module 1: Start-up Opportunities (15)**

- The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of the start-up Economy
- The Six Forces of Change- The Start-up Equation, The Entrepreneurial Ecosystem: Entrepreneurship in India, Government Initiatives.

PEDAGOGICAL APPROACH: Lecture Method, Case study and Assignments

#### **Module 2: Start-up Capital Requirements and Legal Environment (15)**

- Identifying Startup Capital Resource requirements, Constructing a Process Map, Approval for New Ventures
- Funding Strategies with Bootstrapping, Crowd Funding, Preparation of Startup Project Report.

PEDAGOGICAL APPROACH: Lecture Method, Case study and Hands on project report

#### **REFERENCES:-**

- Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016. Page 6 of 6 Anjan Raichaudhuri,
- Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
- S. R. Bhowmik, M. Bhowmik, Entrepreneurship, New Age International, 2007.
- Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
- Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
- Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009.

**Total 50 Marks: with 2 Credits  
30 Marks External and 20 Marks Internal**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)  
a.  
b.

Q. 2 Answer the following (15 Marks)  
a.  
b.

Q. 3 Answer the following (15 Marks)  
a.  
b.

**20 Marks Internal  
Any 4 out of 6**

- |                     |            |
|---------------------|------------|
| 3) Class Test       | (05 Marks) |
| 2) Assignment       | (05 Marks) |
| 3) Presentation     | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz             | (05 Marks) |
| 6) Case Study       | (05 Marks) |

**Note: 1) Any Four out of the above can be taken for the internal Assessment.  
4) The internal Assessment shall be conducted throughout the Semester.**