



**Business Entrepreneurship - II**  
**The Practice of Starting**  
**[Discipline Specific Course]**

**Semester: V**

**\*Credits: 4**

**Subject Code: C52211**

**Lectures: 48**

**Course Outcomes:**

At the end of this course, the learner will be able to:

- Describe the process of Entrepreneurship
- Demonstrate proficiency in Ideation skills and abilities
- Relate to the need and importance of Business plan preparation
- Describe the legal aspects of Startups
- Explain and analyze the Revenue models and good network practices

**Unit 1: Idea to Opportunity Mapping**

**10**

- Entrepreneurial Process -8 step process
- Idea to Opportunity Mapping
  - Opportunity Analysis
  - Ideation
  - Using Design Thinking
  - Mapping Ideas to Opportunities
  - Testing and Experimenting with Markets

**Unit 2: Business Modelling and Business Planning**

**14**

- Business Model
  - On Directed Investment
  - On Directed Credit
  - Functions
  - Types of Business Model
  - Designing a Business Model
- Business Planning
  - Types of Business Plans
  - Sections of Business Plans
  - Business Plan preparation
  - Reviewing a Business Plan
  - Researching for a Business Plan

**Unit 3: Legal Issues and IP**

**12**

- MSME-Introduction
  - MSME Act

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- Registration formalities and benefits
- Selection of ownership of organizations
- Steps in Starting a Business Unit
- Intellectual Property
- Incubation Facilities and Clusters

#### Unit 4: Creating Revenue Models and Networking

12

- Revenue Models
  - Meaning and Nature
  - Different Types of Revenue Models
  - Pricing Strategies
- Networking
  - Meaning and Advantages
  - Advantages
  - Stages of Network
  - Some popular Networking Forums
  - Good Networking Practices

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

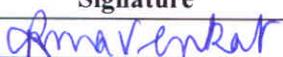
\*01 credit to be evaluated as a Skill-based Component

#### Recommended Reference Books:

- Shankar Raj. *Entrepreneurship Theory and Practice*. Vijay Nicole Imprints Pvt. Ltd: Chennai; 2012.
- Neck Heidi, Neck Christopher, Murray Emma. *Entrepreneurship-The Practice & Mindset*. Sage Publication: New Delhi; 2018.
- Poornima M. Charantimath. *Entrepreneurship Development and Small Business Enterprises*. Pearson: Delhi; 2014.
- Hirsch D Robert, Peters PV Michael, Shepherd A Dean. *Entrepreneurship*. McGraw Hill: 2009.
- Desai Vasant. *The Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House: Mumbai; 2014.
- Gogte Jyoti. *Startups and New Venture management*. Vishwakarma Publications: Pune; 2014.

#### Journals:

- <https://www.startupindia.gov.in/>
- <https://udyamregistration.gov.in/Government-India/Ministry-MSME-registration.htm>

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**Business Entrepreneurship - II**  
**The Practice of Sustaining and Growing**  
**[Discipline Specific Course]**

Semester: VI

\*Credits: 4

Subject Code: C62211

Lectures: 48

**Course Outcomes:**

At the end of this course, the learner will be able to:

- Examine the different sources of funding for startups
- Relate to the need and importance of Social Media marketing
- Demonstrate proficiency in the Art of Pitching
- Describe the role of support institutions and Government
- Explain and analyze the Entrepreneurial growth strategies

**Unit 1: Financing the Startup**

**14**

- Basics of Finance
- Importance of Funding
- Boot Strapping
  - Concept and Strategies
- Sources of Funds-Choosing the right source
  - Development and Financial Institutions
  - Government Grants
  - Angel Investors
- Venture Capitalists

**Unit 2: Marketing and Pitching**

**14**

- Basics of Marketing and Selling
- Entrepreneurial Marketing
  - Meaning and Concept
  - Guerilla Marketing
  - Marketing through Social Media
  - Creating our website
- The Art of Pitching
  - Context and Importance
  - Types of Pitches - Elevator, Detailed
  - Pitch Approaches-Storytelling and Question

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### Unit 3: Support Institutions and Government Initiatives

10

- Support Institutions
  - Government Organizations-NSIC, SIDO, SIDBI, KVIC
  - Non-Government Organization-NEN, CIIE
  - Upcoming Institutions/organizations
- Government Schemes
  - Startup India Seed Fund
  - ASPIRE
  - ATAL Innovation Mission
  - NewGen Innovation and Entrepreneurship Development Centre (NewGen IEDC)
  - Single Point Registration Scheme

### Unit 4 :Entrepreneurial Growth Strategies

10

- Overview of Strategy
- Approaches to Strategy
- Strategy and Small Business
- Strategy Cycle
- Strategic Growth Routes

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

\*01 credit to be evaluated as a Skill-based Component

#### Recommended Basic Reading:

- Bhasin, Niti. *Indian Financial System: Evolution and Present Structure*. New Century Publications: 2014.
- Bhole, L.M. *Financial Institutions and Markets*. Tata McGraw Hill: 2017.
- Pathak, Bharati. *The Indian Financial System*. Pearson Education: 2018.
- Tannan, M.L. *Banking Law and Practice in India*. Lexis-Nexis India: 2017.

#### Recommended Reference Books:

- Shankar Raj. *Entrepreneurship Theory and Practice*. Vijay Nicole Imprints Pvt. Ltd.: Chennai; 2012.
- Neck Heidi, Neck Christopher, Murray Emma. *Entrepreneurship-The Practice & Mindset*. SAGE Publication: 2018; New Delhi.
- Poornima M. Charantimath. *Entrepreneurship Development and Small Business Enterprises*. Pearson: Delhi; 2014.
- Hirsch D Robert, Peters PV Michael, Shepherd A Dean. *Entrepreneurship*. McGraw Hill: 2009.
- Desai Vasant. *The Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House: Mumbai; 2014.

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- Dr. Gogte Jyoti. *Startups and New Venture management*. Vishwakarma Publications: Pune, 2014.

**Journals:**

- <https://startuptalky.com/list-of-government-initiatives-for-startups/>

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| Faculty                       | Dr. Dimple Buche       | Dimple 2318121            |
| Faculty                       | Ms. Rajni Singh        | Rajni Singh 2318121       |
| Faculty                       | Ms. Shanthi Fernandes  | Shanthi 2318121           |
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| Subject Expert (Outside SPPU) | Prof. Sumita Joshi     | Sumita 2318121            |
| VC Nominee                    | Dr. Shubhangi Joshi    | Shubhangi 2318121         |
| Industry Expert               | Mr. Sanjay Kulkarni    | Sanjay 2318121            |
| Alumni                        | Ms. Shivani Sinha      | Shivani 2318121           |

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