



Bachelor of Business Administration BBA (General) - Semester– I

Course Code	UM1SEBBA02	Title of the Course	BUSINESS STARTUP
Total Credits of the Course	02	Hours per Week	02

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

Course Content		
Unit	Description	Weightage (%)
1.	<p>INTRODUCTION & DEVELOPING SUCCESSFUL BUSINESS IDEAS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept and definition of business & Startup <input type="checkbox"/> Types of startup & Skills to require business startup <p>DEVELOPING SUCCESSFUL BUSINESS IDEAS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Recognizing opportunities <input type="checkbox"/> Trend analysis <input type="checkbox"/> Generating ideas <input type="checkbox"/> Brain storming <input type="checkbox"/> Focus groups <input type="checkbox"/> Surveys <input type="checkbox"/> Customer advisory board <input type="checkbox"/> Patents and IPRs 	50 %
2.	<p>FUNDING & GOVERNMENT INITIATIVES FOR STARTUP IN INDIA</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sources of finance <input type="checkbox"/> Commercial banks <input type="checkbox"/> Government grants and schemes <p>GOVERNMENT INITIATIVES FOR STARTUP IN INDIA</p> <ul style="list-style-type: none"> <input type="checkbox"/> Government initiatives <input type="checkbox"/> Startup India initiative, Seed fund ATAL innovation mission Self-employment and talent utilization(SETU) 	50 %



Teaching-Learning Methodology	ICT through (e.g. Power Point presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written(As per CBCSR.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance(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



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

