

# NIRMA UNIVERSITY

<b>Institute:</b>	<b>Institute of Commerce</b>
<b>Name of Programme:</b>	<b>B.Com. (Hons.)</b>
<b>Course Code:</b>	2CC401
<b>Course Title:</b>	<b>Entrepreneurship and Startups</b>
<b>Year of Introduction:</b>	<b>2022-23 (Semester – III)</b>


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## Course Learning Outcomes (CLO):

After successful completion of this course, the students will be able to:

1. Define the entrepreneurial ecosystem and support system. [BL-1]
2. Explain the sources of funding for startups. [BL-2]
3. Develop the mindset for innovation. [BL-3]
4. Develop a business plan. [BL-3]
5. Explain the relationship between innovation and entrepreneurship. [BL-4]

<b>Unit I: Introduction:</b> <ul style="list-style-type: none"> <li>The Entrepreneurial Mindset</li> <li>Social Entrepreneurship</li> <li>Myths and approaches to entrepreneurship</li> </ul>	6
<b>Unit II: The perspective of Innovation in Entrepreneurship</b> <ul style="list-style-type: none"> <li>Importance of innovation</li> <li>The innovation process</li> <li>Types of innovation</li> <li>Initial idea conceptualization</li> <li>Creativity &amp; Business Idea</li> </ul>	6
<b>Unit III: Entrepreneurial Ecosystem in India</b> <ul style="list-style-type: none"> <li>Environment for doing business</li> <li>Concept of Startup</li> <li>Startup Landscape in India</li> <li>Lifecycle of a Startup</li> <li>Startup Ecosystem Players:</li> <li>Startup Financing Lifecycle</li> <li>Sources of Funds</li> <li>Government funding and support: Current government schemes for startups, entrepreneurial finance and funding.</li> <li>Women Entrepreneurship Development: challenges and opportunities</li> </ul>	12



<b>Unit IV: Business Plan Development</b> <ul style="list-style-type: none"> <li>• Sample Business plan knowhow</li> <li>• Development of B-Plan</li> </ul>	6
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#### Suggested Readings:

- 1) Holt, D., (2016), Entrepreneurship, New venture creation, Pearson, New Delhi.
- 2) Arya Kumar. (2012), Entrepreneurship creating and leading an entrepreneurial organization, Pearson, New Delhi.
- 3) Hisrich Robert D. & Peters Michael P., (2013), Entrepreneurship, Tata McGraw-Hill, New Delhi.
- 4) Desai, V., (2022), The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai.
- 5) Kuratko, D. & Rao, T. V., (2012), Entrepreneurship –A South Asian Perspective, Cengage India, New Delhi.