SANKALCHAND PATEL UNIVERSITY

Faculty of Management Studies
Bachelor of Business Administration (Semester - III)
In Effect from Academic Year 2025-26

Branch Name:	Management
Program Code:	MS101
Course Title:	Entrepreneurship and Start-up Ecosystem
Course Code:	23-BAM207-2C
Pre-requisite Course:	Principles of Management, Business Environment, Fundamentals of Marketing, Basic Financial Management, Basics of Economics, Business Communication Skills

Course Objectives:

1. Understand basics of entrepreneurship and its economic role.
2. Learn entrepreneurial traits and family businesses like Dabur and Godrej Group.
3. Identify and evaluate business opportunities.
4. Know key steps in starting a venture.
5. Understand the start-up ecosystem and government support.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
				Theory (Marks)		Practical (Marks)		
Lecture (L)	Tutorial (T)	Practical (P)	Credit	University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	Total (Marks)
03	01	-	04	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	**Introduction to Entrepreneurship & Family Business** Definition and Concept of entrepreneurship, Entrepreneur Characteristics, Classification of Entrepreneurs, Role of Entrepreneurship in Economic Development – Start-ups, Knowing the characteristics of Family business with discussion on few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.	18	30%
2	**Evaluating Business opportunity** Sources of business ideas and opportunity recognition, Guesstimating the market potential of a business idea, Feasibility analysis of the idea, Industry, competition and environment analysis	10	17%
3	**Building Blocks of starting ventures** Low-cost Marketing using digital technologies, Team building from scratch, Venture Funding, Establishing the value-chain and managing operations, Legal aspects like IPR and compliances	14	23%
4	**Start-up Ecosystem** Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc, Know various govt. schemes like Start-up India, Digital India, MSME etc, Sources of Venture Funding available in India, Source of Technology, Intellectual Property management	18	30%
	Total Hours	60	100%

Text Books:

- Startup India Learning Program by Start Up India available at www.startupindia.gov.in
- Entrepreneurship, Rajeev Roy, Oxford University Press

- Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing
- Family Business Management by Rajiv Agarwal, Sage Publishing
- Anish Tiwari , "Mapping the Startup Ecosystem in India", Economic & Political Weekly
- Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series

Reference Books:

- Entrepreneurship: Successfully Launching New Ventures – Bruce R. Barringer & R. Duane Ireland
- Entrepreneurship: Theory, Process, Practice – Donald F. Kuratko
- Entrepreneurship Development – S. S. Khanka

List of Open-Source Software/learning website:

- SWAYAM
- NPTEL
- STARTUP INDIA
- MSME

Course Learning Outcomes (CLO):

At the end of the course, the student would be able to -

1. Explain entrepreneurship concepts and importance.
2. Analyze types of entrepreneurs and family business features.
3. Evaluate business ideas and market potential.
4. Apply knowledge of venture creation and management.
5. Understand schemes like Startup India and funding sources.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H					L		
CLO2		M		H				M
CLO3			L			M	M	
CLO4		H			L			H
CLO5	L		M			H		L

H: High, M: Medium, L: Low