

Branch Name:	Bachelor of Computer Application (Graphics Animation and VFX)
Program Code:	CS102
Course Title:	Entrepreneurship and Startup Ecosystem
Course Code:	24-CAM204-2C
Pre-requisite Course:	Basic Business Awareness , Analytical Thinking.

Course Objective (CO):

This course is intended to make the students:

- To introduce students to the fundamental concepts of entrepreneurship, entrepreneurial mindset, creativity, innovation, and different types of entrepreneurship.
- To provide knowledge about the startup ecosystem, including startup support systems, government initiatives, legal business entities, and intellectual property rights.
- To develop understanding of startup planning concepts such as idea validation, market feasibility, lean startup methodology, business model canvas, and marketing strategies.
- To enable students to analyze successful startup case studies and develop skills for preparing business ideas and investor pitches.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory				Practical				Total
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	
1	1	-	2	09	25	09	25	-	-	-	-	50

Course Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1.	Foundations of Entrepreneurship • Meaning, characteristics, and types of entrepreneurship • Entrepreneurial mindset: key traits and competencies • Social and women entrepreneurship • Creativity and idea generation	08	25

2.	The Startup Ecosystem & Environment • Components: Incubators, Accelerators, Mentors, Angel Investors, Venture Capitalists • Government Policies: Startup India • Legal Business Entities: Proprietorship, Partnership, LLP, Company • Intellectual Property Rights: Patents, Trademarks, Copyrights	07	25
3.	Business Model & Planning for Startups • Ideation, Problem Solving, and Market Feasibility • Lean Startup: MVP, Prototyping, and Customer Validation • Business Model Canvas (9 Building Blocks) • Marketing Strategy: Digital Marketing, Branding, Customer Acquisition	08	25
4.	Case Study • Preparing an Investor Pitch • My Startup Journey: A Self-Case Study • From Food Guide to Food Delivery Giant • A Social Enterprise Revolutionizing Rural India	07	25

Course Learning Outcomes (CLO):

At the end of this course, the student would be able

1. **CLO1:** Understand the concepts, traits, and types of entrepreneurship.
2. **CLO2:** Identify the components of a startup ecosystem and legal aspects.
3. **CLO3:** Apply Lean Startup methodology and Business Model Canvas.
4. **CLO4:** Analyze funding sources, growth strategies, and startup challenges.

List of Text Book:

1. Entrepreneurship Development by S.S. Khanka, S. Chand.
2. Fundamentals of Entrepreneurship by Sangram Keshari Mohanty, PHI Learning.

List of Reference Book:

1. Disciplined Entrepreneurship by Bill Aulet (MIT).
2. The Lean Startup by Eric Ries.

E-Resource / Web Links:

1. Startup India Official Website: www.startupindia.gov.in.
2. NPTEL Videos on Entrepreneurship.
3. Ministry of MSME, Government of India: www.msme.gov.in.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)												Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CLO1	M		L			L	M		L			M			L
CLO2	L							L		L		H			M
CLO3		M	H	M					M	M		H	M	M	H
CLO4		H		H	M		M				L	H		L	M

H: High, M: Medium, L: Low