



Under Graduate

Course Title: Introduction to Startup

Course Code: T2981

Number of Credits: 2

Level: 2

Introduction:

Startups are the buzzword in the market today. The allure of startups is the chance to grow your idea and dominate the market. That is the dividing line between a small or young business and a startup - Growth. Growth that is meteoric and not just a steady climb. As with any high return venture, the path to success holds higher risk too. The skills developed in this course aim at improving the students' chances at success.

Learning Objective: (using Blooms taxonomy)

1. This course is focused on equipping students with the tools required to wade through the ever chaotic startup world.
2. The course aims to establish a clear picture of startups, building and scaling them up for a student and does not expect any prior knowledge about entrepreneurship or management subjects.

Learning Outcome (s):

1. Students will understand concepts, issues, options and opportunities in various sectors.
2. Students will evaluate one's own orientation and capabilities towards starting a startup.
3. Understand various funding options and evaluate the right path of growth.
4. Learn how to make a scalable structure for building an entity that can be grown.

Pre-learning / Pre-requisite:

Course Outline

S. No.	Topic	Hours
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1.	Introduction of Startups & Choosing a sector <ul style="list-style-type: none"> • What is a startup? • <u>Startup vs. small business</u> • Making the jump • Analysis of various sectors of business and their advantages and challenges 	4
2.	Writing the Business Plan <ul style="list-style-type: none"> • What is a business plan? • Essential elements of writing a plan • Detailed Project Report • Plan A and Plan B 	2
3.	Organization Plan <ul style="list-style-type: none"> • Defining the legal entity • Setting the Organization structure • Plan A and Plan B 	2
4.	Market Research <ul style="list-style-type: none"> • Primary & Secondary research • Choosing the right market research methodology • Assumptions and matching with defined industry standards 	2
5.	Marketing Plan <ul style="list-style-type: none"> • Industry analysis • Understanding the marketing research • Defining the target market • SWOT analysis • PESTLE Analysis • Pricing strategy political and media landscape until 1991 • Distribution strategy • Promotion strategy 	4
6.	Financial Plan <ul style="list-style-type: none"> • Sales forecasting • Cash flow management • Costing • Income projections and Breakeven analysis • Capital and operational budgets • Sources and application of funds 	2

	<ul style="list-style-type: none"> • Pro forma balance sheets 	
7.	Financing the venture <ul style="list-style-type: none"> • Types of investors. • Term sheets and tradeoffs. • Venture capital • Private equity • Valuing the startup • Debt funding, bootstrap financing, crowd funding, • Acquisition • Leveraged buyouts. • SMEs 	4
8	Growth management, using external sources for growth and going public <ul style="list-style-type: none"> • Growth strategies • Financial Control • Franchising • Joint Ventures • Acquisitions • Mergers • Going public. 	2
9	Evaluating the Business Plans developed	6
10	Exit Strategy	2
	TOTAL HOURS	30

Pedagogy

- 1) The teaching methodology involves classroom lectures, case study analysis and discussions on recent startup scenarios in the International and Indian Context.
- 2) The final project involves development of a complete business plan.
- 3) Guest Lectures-Early and Mature Stages of Entrepreneurial Ventures

Books Recommended:

- Entrepreneurship – Hisrich, Peters, Shepard
- Marketing Management – Kotler, Keller, Koshy, Jha
- Business Research Methods – William G Zikmund
- Introduction to Management Accounting – Horngren, Charles T., Gary L. Sundem and William O. Stratton

Suggested Reference Books

- Harvard Business Review
- Journal of Business Venturing
- Entrepreneurship: Theory and practice

Web sites: Entrepreneur.com, yourstory.com, ibef.org
 Online Resources: (Videos like Helpers Green , Zomato etc)

Suggested Assessment/ Evaluation Methods:

Students develop a complete, ready to go to market business plan at the end of the course.

Benchmarked against similar courses in other national/ international universities /organizations

S. No.	Name of the Course	Name of University where it is offered
1.	How to start your own business	Michigan State University
2.	Startup Entrepreneurship	Technion – Israel Institute of Technology
3.	Entrepreneurship – Launching an innovative business	University of Maryland

Name of Members					
Designation					
Org. / Inst.					
Signature					

Name of Experts					
Designation					
Org. / Inst.					
Signature					

Signature of Dean:

Date: