



Bachelor of Business Administration (B.B.A.)			Semester - III
Course Title: Business Start -up & Innovation	Course Code:		Type of Course: SEC
Credit: 02	Theory: 02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 01 Hour

#### COURSE OUTCOMES:

- Develop a start-up Enterprise with Big Idea Generation.
- Analyze start-up capital requirement by analyzing legal factors.
- Interpret feasibility Analysis towards funding issues.
- Access growth stages in new venture and reasons for scaling ventures.
- Evaluate financial stability and decide on expansion possibilities

**Pedagogy:** Theory, Exercise

#### SYLLABUS

Unit - 1	Start-up opportunities & Startup Capital Requirements	Hours: 12
	Meaning of Start-Up-Generate Ideas with Brainstorming- Business Start-up – Venture Choices - The Six Forces of Change- Identifying Startup capital Resource requirements -Positioning the venture in the value chain	
Unit – 2	Start-up Survival & Growth	Hours: 12
	Feasibility Analysis – Funding: Funding with Equity – Financing with Debt- Funding startups with bootstrapping- crowd funding- strategic alliances. Stages of growth in a new venture- Growing with the market - Growing within the industry-Reasons for new venture failures.	
Unit - 3	Business Innovation	Hours: 06
	Meaning, Types of innovations, features, and need. Latest innovations in manufacturing and service sectors.	

**Skill Development Activities:** Project on Business Start-up

#### REFERENCES:

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
4. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6. Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009