



SILVER OAK UNIVERSITY

Computer Application

Integrated M.Sc(IT)

Subject Name: StartUp & Entrepreneurship

Subject Code:

Semester: 3rd

Prerequisite: N.A.

Objective:

- The prime motive of the course is to expose, excite and elevate the motivation of the students to the field of entrepreneurship
- To provide conceptual theoretical frameworks and tools, to enable students to make good decisions and realistic action plans about entrepreneurship.

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Evaluation Scheme				Total Marks
L	T	P		Internal		External		
				Th	Pr	Th	Pr	
3	0	0	3	40	--	60	---	100

Content:

Unit No.	Course Contents	Teaching Hours	Weightage %
1	Introduction: <ul style="list-style-type: none"> • Understanding the meaning of StartUp • Why StartUps are growing immensely these days • Characteristics of Successful Entrepreneur • Theories & Types of Entrepreneurs • Understanding the StartUp Ecosystem 	6	15
2	Idea Generation: <ul style="list-style-type: none"> • Introduction to Design Thinking • Idea Identification • Genuity of Idea • Understanding what customers really want? 	6	20

3	Market Research: <ul style="list-style-type: none"> • Validation of idea • Testing your idea with real time user into the market • Selection a demographic area for implementing your idea • Building of Minimum Viable Product 	8	20
4	Soft Skills required to handle StartUp: <ul style="list-style-type: none"> • Leadership • Negotiation skills • Time management • Problem solving • Communication 	8	15
5	StartUp Plan: <ul style="list-style-type: none"> • Making Business Plan of your startup • Understanding the legal compliances of your startup • Building marketing strategies to get your product into the market (Traditional & Digital Marketing) • Understanding Cash Flow Management • Raising funds for your business 	6	20
6	Funding: <ul style="list-style-type: none"> • Types of Funding • Understanding the suitable types of funding for specific type of business • Learning about various schemes from Government for funding 	5	10

Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Understand core aspects of idea generation and its validation in the market	1,2,3
CO-2	Developing the soft skills required to communicate their idea& solution into the market	4
CO-3	Understand Assistance provided by Government for StartUps	5
CO-4	Understand various sources of funding for startups	6

Teaching & Learning Methodology:-

- The course includes an assignment where students need to learn and present a brief summary of any one startup of India
- Lectures from StartUp Founder/Co-Foundervirtually
- Encouraging students to think of an idea and submit a preliminary project report (PPR) for the same.

List of Experiments/Tutorials:

Sr. No.	Activities
1	Idea Generation in teams
2	Market Survey for Idea Generated by teams
3	Build a marketing strategy for the generated Idea
4	Submit a business report for the idea

Major Equipment:

1. Computer System
2. Projector

Books Recommended:-

3. Entrepreneurship Development Small Business Enterprises - Poornima M. Charantimath
4. Entrepreneurship – Rajeev Roy
5. Entrepreneurship and Small Business - Michael Schaper, Thierry Volery, Paull Weber and Kate Lewis.

List of Open Source Software/learning website:

1. <https://www.udemy.com/course/find-and-evaluate-new-startup-ideas/>
2. <https://www.startupindia.gov.in/content/sih/en/reources/l-d-listing.html>
3. <https://www.edx.org/professional-certificate/babsonx-entrepreneurial-mindset-and-leadership>
4. NPTEL Tutorials for Finance and Market Management