

MULTI DISCIPLINARY COURSES (MDC)

Course Code	COMIFM105 (1)				
Course Title	BUSINESS START-UP ESSENTIALS				
Type of Course	MDC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	Students should have a foundational understanding of basic business concepts such as marketing, finance, accounting, and management.				
Course Summary	This course equips students with the knowledge and skills necessary to plan, launch, and manage a successful new venture				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamentals of entrepreneurship and the startup ecosystem.	U	C	Instructor-created exams / Quiz Assignment
CO2	Develop a comprehensive business plan for a new venture	Ap	C	Instructor-created exams / project
CO3	Explore different funding options and financial planning strategies for startups.	An	C	Examinations Assignment
CO4	Develop effective marketing and sales strategies for a startup.	An	P	Project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs	Marks 50
I	Introduction to Entrepreneurship and Start-up		7	12
	1	Defining entrepreneurship and its significance-Entrepreneurial mindset and characteristics	2	
	2	Overview of the start-up ecosystem	1	
	3	Generating business ideas-Identifying opportunities in the market	2	
	4	Evaluating market opportunities-Identifying customer needs	2	
II	Business Planning		11	12
	5	Business Planning-Components of a business plan-Understanding the structure of a business plan-Key elements to include	2	
	6	Writing a mission statement and defining clear objectives	1	
	7	Developing a value proposition and understanding competitive advantage	2	
	8	Conducting market research	2	
	9	Analyzing industry trends	2	
	10	Identifying target market segments and customer personas	2	
III	Funding Options for Start-ups		10	12
	11	Bootstrapping and self-funding-Strategies for bootstrapping Self-funding options	2	
	12	Angel investors and venture capital-Understanding angel investors- Venture capital funding process	2	
	13	Exploring crowd funding platforms-Other alternative financing methods	2	
	14	Financial Planning and Management-Budgeting and financial projections	2	
	15	Pricing strategies-Pricing models and strategies-Pricing for profitability	2	
IV	Legal and Regulatory Considerations		8	14
	16	Business structures (sole proprietorship, partnership, corporation)- Types of business structures-Choosing the right structure	2	
	17	Intellectual property protection-Overview of IP protection-Patent, copyright, and trademark	2	
	18	Contracts and legal agreements- basic features of Contract Act	2	
	19	Ethical Considerations in business	2	
V	Open Ended Module			
		Guide students through the process of developing a comprehensive business plan for a new venture, covering areas such as market	9	