MITE

Invent Solutions

ENTREPRENEURIAL DEVELOPMENT AND START-UP ECO SYSTEM

23MBPC505

(COURSE HANDBOOK)

MBA

COURSE FACULTY:
Asst. Prof. Pradeep Kumar B R
Asst. Prof. Akshathraj Jain

1. GENERAL INFORMATION

Entrepreneurial Development and Start-up Eco System!

This course is designed to provide students with a comprehensive understanding of entrepreneurial development and start up system essential for effective managerial decision-making. Throughout the course, you will explore key concepts such as the entrepreneurship development, project report preparation, funding the start-up, government support for entrepreneurship, process of registration and IPR. The curriculum is structured into five modules, each building on the previous one to ensure a cohesive learning experience.

In addition to theoretical knowledge, the course includes classroom activities that enhance your understanding of entrepreneurship and process of establishing an organisation. Notably, all the modules have creative assignments, helps students to better understand the concepts, make use of them in practical demonstration by applying the theory learnt in class. We encourage active participation in discussions and collaborative projects to deepen your comprehension and foster critical thinking skills.

We hope this module will not only impart essential entrepreneurial knowledge but also inspire you to apply these insights practically in your future careers. Please familiarize yourself with this handbook, as it contains vital information regarding assessments, learning outcomes, and resources that will support you with this course.

1.1.Course Objectives

- **Impart entrepreneurial qualities and motivation among students** by introducing key entrepreneurial theories and frameworks relevant to managerial decision-making.
- **Impart entrepreneurial skills and understanding to run a business efficiently and effectively by** equipping students with the skills and knowledge necessary.
- **Provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting entrepreneurs:** Provide students with insights into analysing entrepreneurial opportunities, funding sources, institutions supporting entrepreneurs and the role of incubation in fostering start-up success.”.
- **Enable students to understand how to start their own company** by identifying entrepreneurial opportunities, preparing project reports, conducting feasibility studies, and launching their own ventures.

1.2. Course Outcomes:

At the end of the course, students will be able to:

1: Summarize the concept of entrepreneurship required for successful entrepreneurial practice.
2: Apply concepts in entrepreneurship to solve business problems.
3: Apply economic financial legal and ethical aspects of the global environment.
4: Apply concepts of intellectual property rights to protect the business.
5: Analyse the business environment and make data-based decisions

1.3.Recommended and Reference Text Books

All books are available in the library.

Key Text Books:

- Robert D. Hisrich, Michael P. Peters 'Entrepreneurship', 11th Edition, McGraw Hill, 2020
- Charanthimath Poornima M, Entrepreneurship Development and Small Business Enterprises, 3 rd Edition, Pearson, 2018
- Vasanth Desai, The Dynamics of Entrepreneurial Development and Management, 6th edition, Himalaya Publishing House, 2018
- Donald F. Kuratko and Richard M. Hodgetts, Entrepreneurship, South edition, 2012

Reference books:

- Gupta S.L., Arun Mittal, Entrepreneurship Development, International Book House, 2012
- Sudha G S, Management and Entrepreneurship Development, Indus Valley Publication 2009

Important Web Links:

1. NPTEL Course on Entrepreneurship from IIT Madras: https://onlinecourses.nptel.ac.in/noc21_mg70/preview
2. Overview of Business Plan: https://www.youtube.com/watch?v=CnStAWc7iOw
3. Institutional Support: https://www.youtube.com/watch?v=RLQivEQUgUc
4. Start-up news: https://yourstory.com/
5. Entrepreneurship news: https://www.entrepreneur.com/
6. Government initiatives: https://www.startupindia.gov.in/
7. Indian start-up landscape: https://www.investindia.gov.in/about-us

2. THE COURSE

2.1.Course Description

ENTREPRENEURIAL DEVELOPMENT AND START-UP ECO SYSTEM			
Semester	**I**	CIE Marks	**50**
Course Code	**23MBPC505**	SEE Marks	**50**
Teaching Hrs/Week (L:T:P)	**4:0:0**	Exam Hrs	**03**
Total Hrs	**52**	Credits	**04**

The Entrepreneurial Development and Start-Up Eco System course is designed to provide students with foundational knowledge in Entrepreneurship Development over a 13-week period during Semester 1. The course consists of five modules covering essential topics in entrepreneurship development. Each week includes four lectures, with Prof. Pradeep Kumar B R and Prof. Akshathraj Jain assigned based on the section (A or B) of the course. These lectures focus on theoretical concepts, practical applications, and course-related activities. Spanning a total of 52 hours, this 4-credit course is assessed through Continuous Internal Evaluation (CIE) for 50 marks and a Semester-End Examination (SEE) for 50 marks, with a 3-hour exam duration. This structure ensures a balanced and engaging learning experience for students.

2.2.Initiating Contact with Staff and Other Students

We welcome your inquiries about the course. Please use email and office hours thoughtfully, and check previous communications and handbook materials before reaching out with administrative questions. Engage with peers for discussions and collaborative learning to enhance your understanding and foster a supportive academic community.

2.3.Resources

Resources include digital libraries, e-learning platforms, and research databases, offering students anytime, anywhere access to academic materials and interactive courses. On the college website, students can access the VTU Consortium, open-access repositories (e.g., NPTEL, NDLI), e-books, research papers, video lectures, and interactive tutorials, providing a flexible and comprehensive learning experience.

E-learning and digital library can be accessed via the college website https://mite.ac.in/ (Campus Life section > Library > VTU Consortium/e-learning platforms/additional sources).

2.4.Staff

Course Lecturer: Prof. Pradeep Kumar B R
Cabin: 3rd floor, PG Block
Email: pradeep@mite.ac.in

Course Lecturer: Prof. Akshathraj Jain
Cabin: 3rd floor, PG Block
Email: akshathraj@mite.ac.in

2.5.Topics and Reading Materials for each module

Module 1 *(No. of Hours: 09)*

- **Topic: Introduction to Entrepreneurship**
- Concept of Entrepreneurship and start-up, Start-up Process, Types of start-ups New business ideas Handholding, Funding and Incubation Business Model, Osterwalder business model.
- Forms of business organization – Sole proprietorship, Partnership, LLP, Joint stock company, co-operatives, Private limited, Public Limited, case studies.

- **Activity:**
- Presentation by students on well known CEOs, entrepreneurs or founders of start-ups

- **Essential Readings**
- Vasanth Desai, The Dynamics of Entrepreneurial Development and Management, 6th edition, Himalaya Publishing House, 2018 (Chapter 1, 2 & 3)

- **Additional Reading**
- Donald F. Kuratko and Richard M. Hodgetts, Entrepreneurship, South edition, 2012 (Chapter 1, 2 & 3)

- **Additional Web Links**
- NPTEL Course on Entrepreneurship from IIT Madras: https://onlinecourses.nptel.ac.in/noc21_mg70/preview
- Introduction to Entrepreneurship: https://youtu.be/rbmz5VEW90A

Module 2 *(No. of Hours: 11)*

- **Topic: Project Report Preparation**
- Preparation of Project report with feasibility study technical feasibility study, economic feasibility study, legal feasibility study, operational feasibility study and organizational feasibility study case study

- **Activity**
- New product development through heuristic ideation file and presentation in class

- **Essential Readings**
- Vasanth Desai, The Dynamics of Entrepreneurial Development and Management, 6th edition, Himalaya Publishing House, 2018 (Chapter 16, 17, 18, 19, 20 & 21)

- **Additional Reading**
- Donald F. Kuratko and Richard M. Hodgetts, Entrepreneurship, South edition, 2012 (Chapter 7)

- **Additional Web Links**
- Overview of Business Plan:
  https://www.youtube.com/watch?v=CnStAWc7iOw

- Steps for writing formal business report
https://www.indeed.com/career-advice/career- development/formal-business-report-example

Module 3 *(No. of Hours: 11)*

- **Topic: Funding**
- Estimating the financial needs of a new venture and preparation of a Financial Plan. Sources of Personal Financing, boot strapping, preparing to raise debt or Equity Financing, Business Angels, Venture Capital, crowd funding, Initial Public Offering (IPO), Commercial Banks, Other Sources of Debt Financing case studies

- **Activity**
- Case study discussion

- **Essential Readings**
- Vasanth Desai, The Dynamics of Entrepreneurial Development and Management, 6th edition, Himalaya Publishing House, 2018 (Chapter 33)

- **Additional Reading**
- Charanthimath Poornima M, Entrepreneurship Development and Small Business Enterprises, 3rd Edition, Pearson, 2018 (Chapter 9)

- **Additional Web Links**
- Rising funds and developing financial strategy:
  https://nptel.ac.in/courses/110106141

- New Fund-Raising Approach
  https://shorturl.at/kpPFI

Module 4 *(No. of Hours: 12)*

- **Topic: Supporting New Venture**

Start-up Support Systems: Role of Central Government and State Government in promoting Entrepreneurship/start-up, Start-up India Policy, Industrial Policy of India

Incubation Support: Meaning of Incubation, Functions of Incubation centers, NAIN incubation

Institutions supporting Entrepreneurs: A brief overview of financial institutions in India - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship

- **Activity**
  Visit to MITE Incubation center for better understanding of start-up system

- **Essential Readings**
- Vasanth Desai, The Dynamics of Entrepreneurial Development and Management, 6th edition, Himalaya Publishing House, 2018 (Chapter 45)

- **Additional Reading**
- Charanthimath Poornima M, Entrepreneurship Development and Small Business Enterprises, 3rd Edition, Pearson, 2018 (Chapter 4)
- Donald F. Kuratko and Richard M. Hodgetts, Entrepreneurship, South edition, 2012 (Chapter 16)

- **Additional Web Links**
- Government initiatives:
  https://www.startupindia.gov.in/
- Indian start-up landscape:
  https://www.investindia.gov.in/about-us

Module 5 *(No. of Hours: 09)*

- **Topic: Process of Company Incorporation**
- Process of registration of a private limited company, a public limited company, a partnership; Characteristics of a limited liability partnership; Four stages of Start Up.
  Intellectual property protection and Ethics: Patents, Copyright - Trademark- Geographical indications, Ethical and social responsibility and challenges.

- **Activity**
- Case study discussion

- **Essential Readings**
- Donald F. Kuratko and Richard M. Hodgetts, Entrepreneurship, South edition, 2012 (Chapter 16)

- **Additional Reading**
- Charanthimath Poornima M, Entrepreneurship Development and Small Business Enterprises, 3rd Edition, Pearson, 2018 (Chapter 5)

- **Additional Web Links**
- Legal compliance for establishing an organisation
  https://archive.nptel.ac.in/courses/109/105/109105098/

- Law to establish the organisation
  http://digimat.in/nptel/courses/video/109105098/L12.html

3. ASSESSMENT

The assessment for the Accounting for Managers module is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

Continuous Internal Evaluation (CIE) comprises two internal tests, scheduled for 8th and 14th week, which together contribute 30% of the total marks. Additionally, students can earn 20% through the completion of assignments (10 marks is allotted for completion of module wise assignments, 10 marks are allotted for presentation on entrepreneurs, CEOs or renowned businessmen).

Semester End Examination (SEE) constitutes the remaining 50% of the total marks. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Odd Sem).

Rubrics for Other Assessment (Total: 20 Marks / 40% of CIE)

1. Assignment (10 Marks)

Criteria	10 Marks (Excellent)	8 Marks (Good)	6 Marks (Fair)	4-5 Marks (Poor)
Completion	Completed all modules and tasks.	Completed most modules.	Completed some modules.	Incomplete or missed modules.
Timeliness	Completed on time.	Completed slightly late.	Completed much later than due.	Missed the deadline.

2. Presentation on Entrepreneurs (10 Marks)

Criteria	10 Marks (Excellent)	8 Marks (Good)	6 Marks (Fair)	3-5 Marks (Poor)
Management Levels	Clear, detailed explanation	Good explanation, minor gaps	Basic explanation, missing key details	Lacks understanding or incorrect info
Presentation structure	Clear, well-defined structure	Clear, but some details missing/unclear	Unclear or incomplete structure	Poorly explained or missing components