

ENTREPRENEURIAL DEVELOPMENT AND START-UP ECO-SYSTEM

26MBPC505

(COURSE HANDBOOK)

MBA

COURSE FACULTY:

MR. PRADEEP KUMAR B R

1. GENERAL INFORMATION

Welcome to Entrepreneurship 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:** Introduce students to entrepreneurial qualities, mind-set, and motivation required to identify opportunities and create successful ventures.
- **Impart entrepreneurial skills and understanding to run a business efficiently and effectively:** Equip students with the knowledge and practical skills required to plan, establish, and manage business enterprises efficiently and effectively.
- **Provide insights to students on entrepreneurship opportunities and institutions supporting entrepreneurs:** Develop students' understanding of entrepreneurial opportunities, the start-up ecosystem, government initiatives, financial support, and institutions that promote and assist entrepreneurship.
- **Make students understand the ways of starting a company of their own:** Enable students to identify viable business opportunities, prepare business plans and feasibility studies, and understand the process of establishing and managing their own venture.

1.2 Course Outcomes:

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

CO1: Summarize the entrepreneurship qualities required for successful entrepreneurial practice

CO2: Make use of project report preparation skills and funding to scale the business

CO3: Apply the concept of business environmental analysis and make database-based decisions

CO4: Apply concepts of intellectual property rights to protect the business.

CO5: Make use of the concepts of intellectual property rights to protect the business

1.3 Recommended and Reference Books

All books are available in the library.

Recommended Text Books:

- Vasanth Desai, The Dynamics of Entrepreneurial Development and Management, 6th edition, Himalaya Publishing House, 2018
- Charanthimath Poornima M, Entrepreneurship Development and Small Business Enterprises, 3rd Edition, Pearson, 2018.
- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, and Sabyasachi Sinha, 'Entrepreneurship', 11th Edition, McGraw Hill, 2020
- Donald F. Kuratko and Richard M. Hodgetts, Entrepreneurship, South-Western Publishers, 6th edition, 2012
- Eric Ries – The Lean Startup
- Alexander Osterwalder & Yves Pigneur – Business Model Generation

Reference Text 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. Entrepreneurship https://youtu.be/rbmz5VEW90A
3. Business Plan https://www.youtube.com/watch?v=CnStAWc7iOw
4. Institutional Support https://www.youtube.com/watch?v=RLQivEQUgUc

2. THE COURSE

2.1.Course Description

ENTREPRENEURIAL DEVELOPMENT AND STARTUP ECO-SYSTEM			
Semester	**I**	**CIE Marks**	**50**
Course Code	**26MBPC505**	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, of Mr. Pradeep Kumar B R assigned to both the sections 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: Mr. Pradeep Kumar B R
Cabin: 3rd floor, PG Block
Email: pradeep@mite.ac.in

2.5.Topics and Reading Materials for each module

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

- **Topic: Introduction to Entrepreneurship**
- Concept, characteristics and importance, Entrepreneurial competencies, Types of entrepreneurs, Creativity and innovation techniques, Design Thinking for problem identification, Idea generation and idea screening, Introduction to Business Model Canvas (Osterwalder).

- **Activities/Lab Components**
- Case Study on successful and failed entrepreneurships
- Students will make group and identify 5 real problems faced by students, faculty, local businesses or society; finalise one idea and generate 10 possible solutions using brainstorming. Identify competencies required to implement the selected idea and apply the Business Model Canvas (Osterwalder) for further steps.

- **Essential Readings**
- Vasanth Desai, The Dynamics of Entrepreneurial Development and Management, 6th edition, Himalaya Publishing House, 2018 Chapter 1 to 13
- Charanthimath Poornima M, Entrepreneurship Development and Small Business Enterprises, 3rd Edition, Pearson, 2018. Chapter 2 and 3

- **Additional Reading**
- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, and Sabyasachi Sinha, 'Entrepreneurship', 11th Edition, McGraw Hill, 2020. Chpater 1 to 5.

- **Additional Web Links**
- NPTEL Course on Entrepreneurship from IIT Madras: https://onlinecourses.nptel.ac.in/noc21_mg70/preview
- Designing Products Around Customer Experience - Stanford eCorner Talk by Jake Miller (Fellow)
  https://www.youtube.com/watch?v=HfjFBGjgegc
- Say Yes to Hard Things by Sundar Pichai
  https://www.youtube.com/watch?v=-s-h-eebSgw
- What Do Good Managers Do and What Do They Leave Behind?
  https://www.hbs.edu/ris/Publication%20Files/27-005_367f0673-ebe1-4db2-b1ff-cec9f70f2097.pdf

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

- **Topic: Opportunity Discovery**
- Start-up lifecycle, Minimum Viable Product (MVP), Product-market fit, Technical feasibility study, Market feasibility study, Operational feasibility study, Organizational feasibility study, Legal feasibility study, Economic and financial feasibility study, Preparation of Project Report/Business Plan.

- **Activities/Lab Components**
- Students will develop an idea by identifying a customer problem, creating an MVP, and evaluating its technical, market, operational, legal, organizational and financial feasibility. They will prepare a brief business plan and pitch their idea, defending their decision to proceed.
- Use of AI tools for preparing a feasibility report.

- **Essential Readings**
- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, and Sabyasachi Sinha, 'Entrepreneurship', 11th Edition, McGraw Hill, 2020. Chapter 8 to 11

- **Additional Reading**
- Donald F. Kuratko and Richard M. Hodgetts, Entrepreneurship, South-Western Publishers, 6th edition, 2012. Chapter 12 & 13.

- **Additional Web Links**
- Road to Startup – Minimum Viable Product to Start: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3317644
- Experiment with MVPs: the First "Startuppuccino" Steps to a Lean Edtech Startup: https://drive.google.com/file/d/171vnwfnhIcTx3IAytP2o3c4K2_p8FKPf/view?usp=drive_link
- Critical Business Decision Making for Technology Startups: A PerceptIn Case Study: https://arxiv.org/pdf/2009.03011
- From MVPs to pivots: a hypothesis-driven journey of two software startups: https://arxiv.org/pdf/1808.05630
- Effective Business Plan Preparation: https://measiim.edu.in/wp-content/uploads/2025/12/534E5E-Effective-Business-Plan-Preparation-Case-Study.pdf?utm_source=chatgpt.com
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Module 3 *(No. of Hours: 11)*

- **Topic: Financial resources**
- Estimation of financial requirements, Cost estimation and budgeting, Working capital and fixed capital, Preparation of financial plan, Bootstrapping, Business Angels, Venture Capital, Seed Funding, Crowd funding, Commercial Banks, and other financial institutions

- **Activities/Lab Components**
- Students will estimate capital requirements, prepare a budget and financial plan, and evaluate suitable funding options such as bootstrapping, angel investment, venture capital, crowdfunding, and bank finance. They will present and justify their funding strategy.
- Pitch your idea before an expert panel

- **Essential Readings**
- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, and Sabyasachi Sinha, 'Entrepreneurship', 11th Edition, McGraw Hill, 2020. Chpater 12 to 13.

- **Additional Reading**
- Donald F. Kuratko and Richard M. Hodgetts, Entrepreneurship, South-Western Publishers, 6th edition, 2012. Chapter 11 & 12.

- **Additional Web Links**
- Challenges in Bootstrapping a Start-Up Venture: https://jemi.edu.pl/vol-12-issue-1-2016/challenges-in-bootstrapping-a-start-up-venture-keenga-research-turning-the-tables-on-venture-capitalists
- Financial bootstrapping: external financing dependency alternativesfor SMEs: https://ejournal.uksw.edu/jeb/article/view/2335/1154
- Funding opportunities: https://innovation.ucsd.edu/startup/startup-toolkit/Startup-Funding-Book.pdf?utm_source=chatgpt.com
- Venture Financing Case: A course by MIT: https://ocw.mit.edu/courses/15-393-nuts-and-bolts-of-new-ventures-january-iap-2025/pages/session-5/?utm_source=chatgpt.com
- New Fund Raising Approach https://shorturl.at/kpPFI

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

- **Topic: Innovation Ecosystem and Entrepreneurial Support**
  Start-up ecosystem in India, Startup India Initiative, Make in India, Government support for startups, State Startup Policies, MSME Development Schemes (HI, MUDRA schemes, PMEGP) Institutions supporting entrepreneurs – SIDBI, NABARD, , Indian Institute of Entrepreneurship. Scaling strategies, Sustainability and social entrepreneurship.

- **Activities/Lab Components**
- Students will identify relevant government schemes, startup-support institutions, and state policies for their venture. They will develop a scaling strategy integrating ecosystem support, sustainability, and social impact, and present their growth roadmap.

  Self-study: IDBI, SIDCO, DIC, NSIC, NSTEDB, NIDHI, EDII, ASPIRE, PMMY, CGTMSE, AIM Karnataka Startup Cell.
- **Essential Readings**
- Vasanth Desai, The Dynamics of Entrepreneurial Development and Management, 6th edition, Himalaya Publishing House, 2018 Chapter 35 & 37

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

- **Additional Web Links**
- Blitzscalling in business: https://drive.google.com/file/d/1ozm3ZlxRX5Kg90q8CW2_Jk67CLjQUCGN/view?usp=drive_link
- India's Startup Ecosystem in 2025: https://drive.google.com/file/d/1pAeILsfV1JRsmBx43ER26cTJwtxglEhc/view?usp=drive_link
- IDBI: https://www.idbi.bank.in/msme-finance.aspx
- SIDCO: https://www.sidco.org.in/
- DIC: https://industries.karnataka.gov.in/42/about-us/en
- NSIC: https://www.nsic.co.in/
- NSTEDB: https://www.nstedb.com/
- NIDHI: https://nidhi.dst.gov.in/
- EDII: https://ediindia.org/
- ASPIRE: https://aspire.msme.gov.in/ASPIRE/AFHome.aspx
- PMMY: https://www.mudra.org.in/
- CGTMSE: https://www.cgtmse.in/
- AIM: https://aim.gov.in/
- Karnataka Startup Cell: https://www.startupindia.gov.in/content/sih/en/state-startup-policies/Karnataka-state-policy.html
- 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**

  Sole Proprietorship, Partnership Firm, LLP, Private Limited Company, Public Limited Company, One Person Company (OPC), Cooperative Society, Society (AOP: Association of Persons), Company incorporation process, Registration procedures, Licenses and statutory compliances. Intellectual Property Rights – Patent, Copyright, Trademark, Design, Geographical Indications, Business ethics and corporate governance.

- **Activities/Lab Components**
- Case study discussion
- Students will select an appropriate legal structure, map incorporation and compliance requirements, identify relevant IPR protections, and develop an ethical governance framework. They will present a Startup Legal and Governance Plan and submit a report.

- **Essential Readings**
- Vasanth Desai, The Dynamics of Entrepreneurial Development and Management, 6th edition, Himalaya Publishing House, 2018 Chapter 47
- Charanthimath Poornima M, Entrepreneurship Development and Small Business Enterprises, 3rd Edition, Pearson, 2018. Chapter 10

- **Additional Reading**
- Donald F. Kuratko and Richard M. Hodgetts, Entrepreneurship, South-Western Publishers, 6th edition, 2012. Chapter 11.

- **Additional Web Links**
- Startup Guide by KPMG: https://assets.kpmg.com/content/dam/kpmgsites/in/pdf/2021/08/startup-entrepreneurship-success-guide.pdf?utm_source=chatgpt.com
- Start-up Incorporation in India: Legal Challenges: https://drive.google.com/file/d/1caWQ6v_v0WH-oNjrWTQoe85ycuFpBpRN/view?usp=drive_link
- Corporate Governance & Ethics: https://bschool.nus.edu.sg/cip/wp-content/uploads/sites/144/2024/08/2024-Series-Volume-1-rev.pdf
- 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 Entrepreneurial Development and Start-Up Eco System 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, 5 marks are allotted for pitching the idea before an expert panel, 5 marks are allotted for student performance in case study discussion and presentation).

  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 Assignment Evaluation (Total: 20 Marks / 40% of CIE)

1. Assignment (10 Marks) (After completing every chapter, students must write a report of the work done)				
Criteria	**10 Marks (Excellent)**	**08 Marks (Good)**	**06 Marks (Fair)**	**02-04 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. Pitch your idea before an expert panel (05 Marks)				
Criteria	**05 Marks (Excellent)**	**4 Marks (Good)**	**3 Marks (Fair)**	**1-2 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

3. Case study discussion and presentation (5 Marks)					
Criteria	**5 Marks (Excellent)**	**4 Marks (Proficient)**	**3 Marks (Adequate)**	**2 Marks (Basic)**	**1 Mark (Unsatisfactory)**
Case study discussion and presentation	Strong analysis, active in all stages	Good analysis, involved in most stages	Moderate analysis and contribution	Minimal analysis and contribution	No analysis and initiative
Leadership Collaboration and Teamwork	Excellent collaboration, highly cooperative	Good Collaboration and teamwork	Average collaboration and teamwork	Limited collaboration and teamwork	No teamwork and collaboration