

<b>Course title:</b> Entrepreneurship and Startup Ecosystem				
<b>Course code:</b> UBA 208	<b>No. of credits:</b> 2	<b>L-T-P:</b> 20-10-00	<b>Learning hours:</b> 30	
<b>Pre-requisite course code and title (if any):</b> None				
<b>Department:</b> Policy and Management Studies				
<b>Course coordinator(s):</b> Dr. Moumita Acharya		<b>Course instructor(s):</b> Ms. Shruti Jolly		
<b>Contact details:</b>				
<b>Course Type:</b> Core		<b>Course offered in:</b> Semester 4		
<p><b>Course Description</b></p> <p>This course is designed for <b>BBA students</b> to understand the foundations of entrepreneurship and navigate the broader startup ecosystem. Students will explore the essential skills and mindset required to launch and grow a successful startup. The course provides a comprehensive understanding of the entrepreneurial process, from idea generation to scaling and exiting a business.</p> <p>Through interactive discussions, case studies, and real-world applications, students will gain insights into the various components of the startup ecosystem, including incubators, accelerators, venture capital, and government support systems. They will learn how to identify business opportunities, develop a viable business model, secure funding, and create a sustainable growth strategy.</p> <p>By the end of the course, students will be equipped with the knowledge and tools to confidently navigate the entrepreneurial landscape, whether by launching their own ventures or contributing to the startup ecosystem. The course culminates in a final project where students present a startup idea and demonstrate their understanding of ecosystem strategies to a panel of entrepreneurs and investors. This course emphasizes practical learning, collaboration, and strategic thinking, making it ideal for aspiring entrepreneurs or those seeking to understand the dynamics of startups and innovation.</p>				
<p><b>Course objectives</b></p> <p>The objective of this course is to equip BBA students with a comprehensive understanding of entrepreneurship and the startup ecosystem. It emphasizes both theoretical knowledge and practical skills necessary for identifying business opportunities, launching a venture, and navigating the challenges of early-stage startups. By exploring the entrepreneurial process, students will develop critical thinking and problem-solving abilities, as well as learn to leverage the resources and support available within the startup ecosystem. The course aims to build a solid foundation for aspiring entrepreneurs or individuals seeking to thrive in dynamic business environments.</p> <p>Understand the key elements of the entrepreneurship process.  Explore the components of the startup ecosystem.  Gain insight into the stages of launching a startup.  Learn how to navigate the support systems available to entrepreneurs.  Analyze real-world case studies of successful startups.</p>				
<b>Course content</b>				
Module	Topic	L	T	P
1.	<b>Introduction to Entrepreneurship and the Startup Ecosystem</b> Definition and importance of entrepreneurship. Entrepreneurial mindset and traits of successful entrepreneurs. Types of entrepreneurs (social, lifestyle, scalable startups). Challenges faced by Entrepreneurs Students will also examine the key players within entrepreneurial ecosystems, including entrepreneurs, incubators, and venture capitalists, and their contributions to innovation.	2	2	0

2.	<b>Startup Life Cycle and Business Models</b> Phases of a startup's life: Idea, validation, launch, growth, maturity Understanding different business models: Lean startup, subscription, freemium, etc. Business model canvas and value proposition design	6	2	0
3.	<b>Opportunity Recognition and Idea Generation</b> Identifying business opportunities in the marketplace, Techniques for idea generation. Assessing feasibility: Market need, customer pain points, and trends.	2	2	0
4.	<b>Funding Your Startup</b> Bootstrapping: Self-funding your startup Angel investors, venture capital, crowdfunding, and other sources Understanding equity, shares, and valuation	2	1	0
5.	<b>Risk Management and Failure in Entrepreneurship</b> Identifying potential risks: Financial, operational, and market risks. Risk mitigation strategies. Pivoting vs persevering in entrepreneurship Learning from failure: Case studies of failed startups and lessons learned. Analysing why Startups Fail	2	1	
6.	<b>Growth Hacking and Scaling Your Startup</b> What is growth hacking? Strategies to grow with limited resources Marketing and scaling strategies: Digital marketing, customer acquisition, partnerships, Measuring growth: Key metrics and performance indicators (KPIs)	3	1	0
7.	<b>Creating a Business Plan</b> Components of a business plan. Financial projections: Basic accounting, cash flow, and profit/loss. Writing a business plan: Best practices	3	1	0
	<b>Total</b>	<b>20</b>	<b>10</b>	<b>0</b>

**Evaluation criteria:**

The break-up of the evaluation procedure is as follows:

Class Participation and Quizzes :	20%
Case Study Analysis (Written Examination):	20%
Presentation on a Startup/ Entrepreneur:	20%
Major Exam : Business Plan Presentation:	40%

**Learning outcomes:**

After successful completion of the course, students will be able to:

Understand and apply key entrepreneurial concepts, including innovation and startup methodologies.

Identify and evaluate viable business opportunities and develop a startup from concept to execution.

Navigate support systems such as incubators, accelerators, and funding networks to aid in startup growth.

Critically analyze real-world startup case studies to extract valuable lessons and strategies for success.

Present a comprehensive startup idea, incorporating business models, market strategies, and ecosystem engagement.

**Pedagogical approach**

The course employs an interactive, experiential pedagogical approach, combining lectures, case studies, and hands-on projects to foster practical learning

**References:**

Recommended Books:

- "The Lean Startup" by Eric Ries
- "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel
- "Business Model Generation" by Alexander Osterwalder & Yves Pigneur
- "The Startup Owner's Manual" by Steve Blank & Bob Dorf
- "Disciplined Entrepreneurship" by Bill Aulet
- "The Innovator's Dilemma" by Clayton M. Christensen.
- "Lean Analytics" by Alistair Croll & Benjamin Yoskovitz

**Additional Resources:**

- Startup Databases: Crunchbase, AngelList, PitchBook.
- Business Journals and Magazines: Harvard Business Review, Forbes, Inc., Entrepreneur.
- Y Combinator Website and Videos

**Additional information (If any):** None

**Prepared by:** Ms Shruti Jolly

**Course Reviewers:**

1. Aditi Balbir- CEO and Founder at EcoRatings , Serial Entrepreneur
2. Sukhmani Bedi - Partner at Orios Venture