



B. J. VANIJYA MAHAVIDYALAYA
(Autonomous)
(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India
Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June – 2024

Bachelor of Business Administration BBA (General)

Semester - I

Course Code	UM01SEBBA02	Title of the Course	Business Startup
Total Credits of the Course	02	Hours per week	02

Course Objectives:	<ol style="list-style-type: none"> 1) To impart basic skills for start any new ventures. 2) Learn Steps from Idea generation to success. 3) To familiarize with Government initiatives.
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Course Content		
Unit No.	Description	Weightage (%)
1.	<p>Introduction & Developing Successful Business Ideas:</p> <ul style="list-style-type: none"> • Concept and definition of business & Startup • Types of startup & Skills to require business startup <p>Developing Successful Business Ideas:</p> <ul style="list-style-type: none"> • Recognizing opportunities • Trend analysis • Generating ideas • Brain storming • Focus groups • Surveys • Customer advisory board • Patents and IPRs 	50%



2.	<p>Funding & Government Initiatives for Startup in India:</p> <ul style="list-style-type: none"> • Sources of finance • Commercial banks • Government grants and schemes <p>Government Initiatives for Startup in India</p> <ul style="list-style-type: none"> • Government initiatives • Startup India initiative, Seed fund ATAL innovation mission • Self-employment and talent utilization (SETU) 	50%
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	20%
3.	Final Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Through the course study students can get acquainted him with basics of startup.
2.	Students can find new avenues for startup by using various skills.
3.	New idea generation will be possible for future start up programmes.
4.	Student can have details of various Government Schemes for startup.



Suggested References:	
Sr. No.	References:
1.	Entrepreneurship development and project management by Neeta Baporikar.
2.	Dynamics of entrepreneurial development and management by Vasant desai, Himalaya publication.
3.	Kathleen R. Allen, launching new ventures, An entrepreneurial approach, Cengage learning 2016.
4.	Anjan rai chaudhari, Managing new ventures concepts and cases, prentice hall international 2010.

Sr. No.	On-Line Resources available that can be used as Reference Material
1.	https://www.constructionplacements.com/top-business-skills-for-startups/
2.	https://in.indeed.com/career-advice/career-development/what-is-venture-capital
3.	https://blog.ipleaders.in/process-venture-capital-financing-india/
4.	https://byjus.com/free-ias-prep/atal-new-india-challenge/
5.	https://www.vedantu.com/commerce/setu-scheme

