



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 – 2026

Bachelor of Business Administration (B.B.A.) (General)

Semester – I

Course Code	UMB1SEBST02	Title of the Course	Business Startup
Total Credits of the Course	02	Hours per week	02

Course Learning Outcomes: Having completed this course, the students will be able to

CLO 1	Students will be able to explain and analyze the concepts of entrepreneurship and business startups and evaluate their role in economic development.
CLO 2	Students will be able to apply and analyze idea generation techniques and evaluate the feasibility of business ideas using appropriate tools.

Course Content			
Unit No.	Description	Weightage (%)	CLO(s)
1.	Introduction to Business Startup & Entrepreneurship: • Meaning and concept of business startup • Entrepreneurship: Definition and importance • Difference between entrepreneur, intrapreneur, and manager • Role of startups in economic development • Types of startups (small business, scalable, social, technology-based) • Characteristics and skills of successful entrepreneurs • Overview of startup ecosystem (incubators, investors, government support)	25%	CLO 1
2.	Business Idea Generation & Feasibility Analysis: • Sources of business ideas • Techniques of idea generation (brainstorming, SWOT analysis) • Opportunity identification and evaluation • Market need and gap analysis • Feasibility analysis: Technical, financial, market, and legal • Basics of business model (value proposition, customer segments) • Introduction to basic market research methods-Primary Data, Secondary Data, Importance of Market Research	25%	CLO 2



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.
-------------------------------	---

Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	25 Marks (%)
1	Class Test (at least one)	10 (40%)
2	Quiz (at least one)	05 (20%)
3	Active Learning	-----
4	Home Assignment	05 (20%)
5	Class Assignment	-----
6	Attendance	05 (20%)
Total Internal (%)		25 (100%)
Final Examination (%)		25 (100%)

Notes:

- ❖ Multiple Choice Questions will be based on Bloom's Taxonomy Level 1 & 2.
- ❖ Class test and written examination questions will be based on various levels of Bloom's Taxonomy

CLO-PLO Matrix (Course Learning Outcomes-Programme Learning Outcomes)

CLO	PLO										
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO 1	2	2	3	1	---	1	2	3	1	1	2
CLO 2	2	3	3	1	1	2	3	3	1	1	2

(Scale: 3: Strong, 2: Moderate, 1: Low, ---: No Correlation)

Suggested Learning Material Books:

Sr. No.	Title	Author(s)	Year / Edition	Publisher
1	Entrepreneurship: Successfully Launching New Ventures	Bruce R. Barringer & R. Duane Ireland	2019, 6th Edition	Pearson Education
2	Entrepreneurship	Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd	2020, 11th Edition	McGraw-Hill Education
3	Entrepreneurship: Theory, Process, Practice	Donald F. Kuratko	2021, 11th Edition	Cengage Learning
4	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses	Eric Ries	2011, 1st Edition	Crown Business
5	The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company	Steve Blank & Bob Dorf	2020, Revised & Updated Edition	K&S Ranch Press

Online Resources (Open Sources)

Sr. No.	Description of Resource	Web Link
1	NPTEL – Entrepreneurship (MOOC offered by Indian Institute of Technology Madras covering entrepreneurship concepts, venture creation, and business planning)	https://onlinecourses.nptel.ac.in/noc24_mg93/preview
2	NPTEL – Innovation and Entrepreneurship: A Multidisciplinary Approach (Indian Institute of Technology Madras)	https://elearn.nptel.ac.in/shop/completed-courses/short-term-programs-completed/innovation-and-entrepreneurship-a-multi-disciplinary-approach-batch-2/
3	NPTEL – Innovation, Business Models and Entrepreneurship (Indian Institute of Technology Roorkee)	https://elearn.nptel.ac.in/shop/nptel/innovation-business-models-and-entrepreneurship/
4	SWAYAM – Entrepreneurship MOOCs (Government of India online learning platform offering entrepreneurship and innovation courses through NPTEL and other institutions)	https://swayam.gov.in