



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 July – 2026

Master of Commerce (M. Com.) Semester – I

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course Credits
			L-P-T		
DSC	P2B01NCCOM02	Entrepreneurship Development and Startup Management	3-0-1	120	04

● Course Learning Outcomes (CLOs)

On completion of this course, students will be able to:

- CLO1:** Evaluate the multi-faceted roles of entrepreneurs (Women, Social, and Rural) in driving economic development and addressing societal challenges.
- CLO2:** Design a comprehensive business plan using Design Thinking and the Business Model Canvas (BMC) to validate market feasibility and MVP development.
- CLO3:** Appraise the startup ecosystem, including the roles of incubators, universities, and institutional frameworks (SIDBI, NABARD) in supporting the startup life cycle.
- CLO4:** Synthesize various funding strategies—from bootstrapping to Venture Capital—and apply valuation basics to determine startup financial readiness.
- CLO5:** Critique national schemes (SSIP, Startup India, AIM) to leverage government support for promoting sustainable entrepreneurial ventures.

Unit	Course Content	Learning Pedagogies*	CLO(s)
I	Foundations of Entrepreneurship • Entrepreneurs: Concept, Definition, Characteristics, Classification of Entrepreneurs • Concept and Definition of entrepreneurship, Process of Entrepreneurship, Types of Entrepreneurships, Role of Entrepreneurship in Economic Development • Women Entrepreneurship, challenges of women entrepreneurs, • Social Entrepreneurship, who is a social entrepreneur-characteristics- • Rural Entrepreneurship- need for rural Entrepreneurship, Problems of rural Entrepreneurship.	CL, RefP,	CLO1
II	Business Idea Generation and Creating Business Plan • Business Idea Generation: Design Thinking, Sources of ideas generation, Methods of generating ideas, Lean Startup Methodology • Market Feasibility: Feasibility study, types, features, outline of feasibility study, Minimum Viable Product (MVP) development	CL, CBL, PBL, Simulation	CLO2

	• Crafting Business Plan: Business Model Canvas (BMC), Nature and scope of Business plan, Preparation of Business Plan, Evaluating Business plans, Reasons for success and • failure of Business Plan, Business Idea Pitching		
III	Introduction to Start-Up • Defining start-up, Start-up life cycle, Challenges faced by Start-ups, Reasons for the failure of Start-ups. • Start-up Ecosystem: Elements of start-up ecosystem; Government, Universities, Incubators • Business Incubation: Definition, Services provided by incubators • Institutional Framework: Role of SIDBI, NABARD, NSIC, and DICs	CL, S, Field Visit, ICT	CLO3
IV	Startup Finance & Institutional Support • Startup Funding Stages: Bootstrapping, Seed Capital, Angel Investment, Venture Capital (VC), and Private Equity (PE). • Indian Funding Landscape: Role of SEBI-registered AIFs (Alternative Investment Funds); Crowdfunding and MUDRA loans. • Schemes and Policies for Promoting Startups: Student Startup and Innovation Policy (SSIP), Startup India, Stand Up India, Make in India, Atal Innovation Mission (AIM) • Valuation Basics: Simple methods of startup valuation (Pre-money Vs. Post-money)	CL, CBL, Simulation	CLO4, CLO5

(*) **Learning Pedagogies Acronyms:** CL: Classroom Lecture; RefP: Reflective Practices; CBL: Case-Based Learning; PBL: Problem-Based Learning; Simulation: Business Pitching/Mock Valuation; S: Seminars; Field Visit: Incubator/Startup Visit; ICT: ICT-Enabled Learning.

• **Assessment Methodologies**

(D) Internal Assessment

a. Internal Formative assessment (30 Marks)

(c) Assignment, Quiz, Terms work, Seminar and Presentation

b. Internal Summative Assessment (20 Marks)

(b) Mid-term tests

(E) Weightage of Learning Efforts for External Assessment (50 Marks)

Unit	Aligned CLOs	Total Learning Hours	Approximate weightage (Marks) to Learning levels (BT)			Total Marks
			Remember (R)	Understanding (U)	Application/ Analyse & above (A)	
I	CLO1	30	2	2	9	13
II	CLO2	32	2	2	8	12

III	CLO3	28	2	2	9	13
IV	CLO4, CLO5	30	2	2	8	12
		120	08	08	34	50

• **Assessment and Evaluation**

Sr. No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, Assignments, Quizzes, Class Regularity	50
2	End-Semester Examination	Written Examination	50

(F) CLOs – PLOs Matrix

(Scale: 3: Strong, 2: Moderate, 1: Low, 0: No Correlation)

CLO	PLO									
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	3	-	2	1	1	-	2	-	2	3
CLO2	2	-	3	3	2	3	-	2	3	2
CLO3	3	2	2	2	-	2	3	-	2	3
CLO4	2	2	3	2	3	-	1	2	3	2
CLO5	3	1	2	1	1	2	3	3	2	3

• **Suggested Learning Materials Books:**

Sr. No.	Title	Author(s)	Edition/Year	Publisher
1	Entrepreneurial Development	S. S. Khanka	2026	S. Chand Publishing
2	The Lean Startup	Eric Ries	2011	Penguin Books
3	Entrepreneurship: New Venture Creation	David H. Holt	2016	Pearson Education
4	Business Model Generation	Alexander Osterwalder	2010	Wiley

• **Online Resources (Open Source)**

Sr. No.	Description of Resource(s)	Weblink
1	Swayam/NPTEL: "Entrepreneurship Essentials" by IIT Kharagpur.	https://swayam.gov.in/
2	Swayam: Innovation and Start-up Policy	https://onlinecourses.swayam2.ac.in/imb20_mg22/preview
3	Swayam: Innovation, Business Models and Entrepreneurship	https://onlinecourses.nptel.ac.in/noc21_mg63/preview
4	Startup India Learning Program: Free entrepreneurship course by Invest India.	https://www.startupindia.gov.in/
5	MUDRA/SIDBI Portal: Resources for institutional support and schemes.	https://www.mudra.org.in/