



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 - December 2025

Bachelor of Commerce (B. Com.)

Semester – IV

Course Code	UB04VACOM06	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 give insight about business startup.2) To make learners familiar with the concept of business startup.3) To make students aware about the basic steps and tasks required to start up a new business venture4) To give practical touch of starting a business with the help of case study
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Course Content		
Unit No.	Description	Weightage (%)
1	Location of an Enterprise and Steps for Starting a Small business (New Venture): <ul style="list-style-type: none">• Introduction, Importance of enterprise location, steps to follow for selecting enterprise location, Factors affecting location of enterprise.• Introduction of Small Business, Selection criteria of small Business, Steps for starting a small Business• Any practical example of Small Business enterprise with detail case study.	50%
2	Types of Ownership in Organisation: <ul style="list-style-type: none">• Introduction to ownership organisation, Sole Proprietorship-Meaning, Merits & Limitations.• Partnership Organisation- Meaning, basic features, Advantages and disadvantage.• Joint stock company- Meaning, Salient Features, advantages and disadvantages• Cooperatives- Meaning, Advantages and disadvantages	50%



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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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Understand the importance of selecting an appropriate enterprise location and identify factors influencing location decisions for business success.
2)	Learn and apply the step-by-step process for selecting a business location and starting a small business effectively.
3)	Analyze practical examples and case studies of small business enterprises to understand real-world applications.
4)	Comprehend various types of business ownership, including sole proprietorship, partnership, joint stock company, and cooperatives along with their merits and limitations.
5)	Evaluate the advantages and disadvantages of different organizational ownerships to make informed decisions in entrepreneurial and business management contexts.

Sr. No.	Suggested References:
1)	The Dynamics of Entrepreneurial Development And Management Entrepreneur, Planning For Future Sustainable Growth. By. Vasant Desai Himalaya Publishing House
2)	Entrepreneurship Development by S.S. Khanka
3)	Entrepreneurship, By Narayana R., (2011), Third Edition, Cengage Learning India Pvt. Ltd, NewDelhi.
4)	Innovation Management and New Product Development. By Paul T., (2010), Fourth Edition, Pearson India Education Services Pvt.Ltd.

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	Latest scheme of central Govt. - https://msme.gov.in/all-schemes
2)	Latest Scheme of State Govt. - https://ic.qujarat.gov.in/msme-small.aspx