

Bachelor of Commerce (BCOM)**SEMESTER-V**

Course Code	UB5SECOM04	Title of the Course	BUSINESS START-UP
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1 To impart basic skills for starting new ventures.
	2. Learn Steps from Idea generation to success.
	3. To familiarize with Government initiatives.
	4. To improve self-employment among students.

Course Content		
Unit	Description	Weightage (%)
1.	INTROUCTION & DEVELOPING SUCCESSFUL BUSINESS IDEAS Concept and definition of Business & Start-up, Types of start-up & Skills to require business start-up DEVELOPING SUCCESSFUL BUSINESS IDEAS <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.	FUNDING & GOVERNMENT INITIATIVES FOR STARTUP IN INDIA Sources of finance, Commercial banks, Government grants and schemes GOVERNMENT INITIATIVES FOR STARTUP IN INDIA <ul style="list-style-type: none"> ➤ Government initiatives ➤ Start-up India initiative, Seed fund ➤ ATAL innovation mission ➤ Self-employment and talent utilization (SETU) 	50%

C P PATEL AND F H SHAH COMMERCE COLLEGE, ANAND (AUTONOMOUS)**(MANAGED BY SARDAR PATEL EDUCATION TRUST, ANAND)****AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt. of Gujarat-April 2017NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt. of India – June 2022**Syllabus as per NEP 2020 with effect from the Academic Year 2025-2026**

Teaching-Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Online Lectures• Group Discussion• Practical Problem Solving
--------------------------------------	---

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

Course Outcomes: Having Completed this course, the students 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 programs.
4.	Student can have details of various Government Schemes for startup.

Suggested References	
Sr. No.	References
1	Allen, K. R. (2016). <i>launching new ventures, An entrepreneurial approach</i> . Cengage learning.
2	Anjan Rai Chaudhari. (2010). <i>Managing new ventures concepts and cases</i> ., prentice hall international.
3	Baporikar, D. N. (n.d.). <i>Entrepreneurship Development and Project Management (Text & Cases)</i> . Himalaya Publishing House.
4	Desai, V. (2009). <i>Dynamics of entrepreneurial development and management</i> . Himalaya publication.
5	Sterling, A. (2023). <i>Startup 2023: From Zero to Hero in Today's Entrepreneurial Ecosystem</i> .
6	Thiel, P. &. (2014). <i>Zero to One: Notes on Startups, or How to Build the Future</i> .

C P PATEL AND F H SHAH COMMERCE COLLEGE, ANAND (AUTONOMOUS)

(MANAGED BY SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt. of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2025-2026

On-line resources to be used if available as reference material
Top Business skills for start-ups https://www.constructionplacements.com/top-business-skills-for-startups/
What Is Venture Capital https://in.indeed.com/career-advice/career-development/what-is-venture-capital
Venture capital financing https://blog.ipleaders.in/process-venture-capital-financing-india/
Atal New India Challenge https://byjus.com/free-ias-prep/atal-new-india-challenge/
SETU Scheme: Objectives and Benefits https://www.vedantu.com/commerce/setu-scheme
