

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

Bachelor of Business Administration (BBA General)**SEMESTER - VI**

Course Code	UM6MIBBA03	Title of the Course	BUSINESS START-UP AND INNOVATION
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. Understand the basics of business, startups, and idea generation.
	2. Learn about key government initiatives supporting startups in India.
	3. Explore business innovation, its types, and real-world applications.
	4. Identify various funding sources and methods for startups.
	5. Develop effective business and growth strategies.

Course Content		
Unit	Description	Weightage (%)
1.	DEVELOPING BUSINESS IDEAS Concept and definition of business & Startup, Types of startup & Skills required for business startup, recognizing opportunities, Trend analysis, generating ideas, Brainstorming, Focus groups, The Six forces of change.	25%
2.	GOVERNMENT INITIATIVES FOR STARTUP IN INDIA Concept of Government initiatives, Initiatives for startup- ATAL innovation mission, Self-employment and talent utilization (SETU), Digital India Program, Startup India Scheme, Make in India.	25%
3.	BUSINESS INNOVATION Meaning, Types of business innovation, Features and Need of business innovation, Importance and Principles of business Innovation, Steps to foster business Innovation, Latest innovations in manufacturing and service sectors, Challenges in business innovation.	25%

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4.	FUNDING AND BUSINESS STRATEGIES A) FUNDING: Concepts, Source of Fund- Self-funding (Bootstrapping)- Venture capital- Crowd funding - Hybrid funding approaches, Seed fund, Government grants and subsidies. B) BUSINESS STRATEGIES: Meaning and Importance of Strategy, Types of Strategy (Cost leadership, differentiation, focus), product development and innovation strategy, Marketing and Sales strategy, Growth strategies.	25%
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Teaching-Learning Methodology	• Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving • Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance, Project work.	20%
3.	External Examination	50%

Course Outcomes : Having Completed this course, the students will be able to	
1.	Identify and evaluate viable business ideas and startup opportunities.
2.	Understand and apply government schemes and support systems for startups in India.
3.	Analyse and implement innovative practices in business development.
4.	Select appropriate funding options and develop strategic business plans.

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Suggested References	
Sr. No.	References
1	Bhide, A. (2020). <i>The Origin and Evolution of New Businesses</i> . Oxford University Press India. (Covers idea generation, recognizing opportunities, and startup evolution.)
2	Taneja, S. (2019). <i>Entrepreneurship Development</i> . Himalaya Publishing House. (Explains concepts of business, startup types, skills, brainstorming, and focus groups.)
3	Sharma, D. D. (2021). <i>India's Economic Policy: The Way Forward</i> . Atlantic Publishers & Distributors. (Discusses schemes like Startup India, Digital India, and Make in India.)
4	Gupta, C. B., & Srinivasan, N. P. (2020). <i>Entrepreneurship Development in India</i> (Revised ed.). Sultan Chand & Sons. (Covers SETU, Atal Innovation Mission, and other startup initiatives.)
5	Panda, T. K. (2021). <i>Business Innovation and Entrepreneurship</i> . Excel Books India. (Explains types, features, steps, and challenges of innovation in business.)
6	Roy, R. (2022). <i>Innovation Management</i> . Oxford University Press India. (Focuses on innovation principles, latest trends in services and manufacturing.)
7	Kapoor, J. R. (2020). <i>Entrepreneurship and Financial Planning</i> . Himalaya Publishing House. (Includes funding sources: bootstrapping, venture capital, government grants, etc.)
8	Sase, V. B. (2022). <i>Entrepreneurship Development and Project Management</i> . Nirali Prakashan. (Details seed funding, hybrid funding models, and financial support schemes.)
9	Kazmi, A. (2021). <i>Strategic Management and Business Policy</i> (4th ed.). McGraw Hill Education India. (Covers business strategies including cost leadership, growth, and marketing strategies.)

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Online resources to be used if available as reference material
Business Development: From Start to Scale https://onlinecourses.nptel.ac.in/noc24_mg10/preview
Innovation and Start-up Policy https://onlinecourses.swayam2.ac.in/imb20_mg22/preview
Innovation, Business Models and Entrepreneurship https://onlinecourses.nptel.ac.in/noc21_mg63/preview
