

PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Managing Startup
COURSE CODE	04MB0328
COURSE CREDITS	3
COURSE DURATION	42 hours

COURSE OUTCOMES:

- ❖ Identify business opportunities for startup ventures
- ❖ Estimate the capital requirements of Startup
- ❖ Analyze the financial and legal issues arising in new venture creation
- ❖ Explain various approvals and clearances necessary for setting up a new venture
- ❖ Develop strategies for survival and growth of new ventures

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Startup opportunities: The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Startup - Ideation- Venture Choices - The Rise of the startup economy - The Six Forces of Change - The Startup Equation- The Entrepreneurial Ecosystem –Entrepreneurship in India- Government Initiatives.	9
II	Calculating Startup Capital Requirements: Identifying Startup capital Resource requirements - estimating Startup cash requirements - Develop financial assumptions- Constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Startup financing metrics	9
III	Startup - Financial Issues: Feasibility Analysis - The cost and process of raising capital- Unique funding issues of high-tech ventures - Funding with Equity – Financing with Debt- Funding startups with bootstrapping- crowdfunding- strategic alliances.	9
IV	Startup - Legal Issues: The legal Environment- Forms of Organization- Approval for new ventures- Taxes or duties payable- Intellectual property- Franchising	7
V	Startup Survival and Growth: Stages of growth in a new venture- Growing with the market - Growing within the industry- Venture life patterns- Reasons for new venture failures- Scaling Ventures - preparing for change - Leadership succession. Support for growth and sustainability of the venture.	8

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Quizzes / Class Participation etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External assessment)

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T-01	Kathleen R Allen	Launching New Ventures, An Entrepreneurial Approach	Cengage Learning	7 th , 2016.
T-02	Anjan Raichaudhuri	Managing New Ventures	PHI Learning	Latest

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	S.R. Bhowmik & M. Bhowmik	Entrepreneurship	New Age International	Latest
R-02	Steven Fisher, Ja-nae' Duane	The Startup Equation -A Visual Guidebook for Building Your Startup - Indian Edition	McGraw Hill	Latest
R-03	Donald F Kuratko, Jeffrey S. Hornsby	New Venture Management: The Entrepreneur's Road Map	Routledge	2 nd , 2017.
R-04	Bruce R. Barringer, R.Duane Ireland	Entrepreneurship successfully, launching new ventures	Pearson	Latest