



PROGRAM	BCOM in BFSI (Banking, Financial Services & Insurance)
SEMESTER	4
COURSE TITLE	Entrepreneurship Development
COURSE CODE	04BC0456
COURSE CREDITS	2
COURSE DURATION	30 Hours

COURSE OUTCOMES: After Completion of the course, Students will be able to:

- Examine the fundamentals of entrepreneurship, idea generation, and business model development using tools like Design Thinking.
- Analyze startup development stages in the BFSI sector including funding, compliance, and growth strategies.
- Apply entrepreneurial skills to assess feasibility, financial planning, and innovation in the FinTech domain.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Entrepreneurship Essentials <ul style="list-style-type: none">• Definition, Role & Types of Entrepreneurs• Entrepreneurial Mindset & Skills• Idea Generation and Opportunity Evaluation• Business Models and Canvas• Feasibility Study and SWOT• Design Thinking Approach• Risk-taking and Innovation• Case Study: FinTech startup journey – Zerodha	15
II	Startup & Venture Development in BFSI <ul style="list-style-type: none">• Startup Ecosystem in India – Incubators & Accelerators• Fundraising – Angel, VC, Crowd, Bootstrapping• Regulatory Compliances – MSME, Startup India, GST• Financial Planning & Budgeting for Startups• Branding & Digital Marketing• Scaling Strategies and Exit Planning• FinTech Trends & Innovation in BFSI• Case Study: Razorpay – From Startup to Unicorn in Digital Payments	15

EVALUATION:

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

	Particulars	Weight age
A	CSE (Cumulative Semester Evaluation)	20
B	IA (Internal Assessment)	30
C	End Semester Evaluation-Theory	50
D	Viva	50

SUGGESTED READINGS:**Text Books:**

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
1	S.S. Khanka	Entrepreneurial Development	S. Chand Publications	7th Edition , 2023

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
1	David H. Holt	Entrepreneurship: New Venture Creation	Prentice Hall India	9th Edition , 2021