

Elective Paper

Paper 20C

ENTREPRENEURSHIP AND STARTUP (ENTS)

100 Marks

Module. No.	Module Description	Weight
Section A: Entrepreneurial Skill Sets		15%
1	Entrepreneurial Skill Sets	15%
Section B: The Entrepreneurial Eco-system		15%
2	The Entrepreneurial Eco-system	15%
Section C: Idea to Action		15%
3	Idea to Action	15%
Section D: Value Addition		15%
4	Value Addition	15%
Section E: Scale up		10%
5	Scalability, Scaling up and Stabilisation of Sustainable Business	10%
Section F: Risk Management Strategies		10%
6	Risk Management Strategies	10%
Section G: Leadership		10%
7	Leadership	10%
Section H: Types of New Age Business		10%
8	Types of New Age Business	10%

SECTION A: ENTREPRENEURIAL SKILL SETS

1. Entrepreneurial Skill Sets

- 1.1 Building the Entrepreneurial Quotient
- 1.2 Entrepreneurial Psychology, Driving Forces and Characteristics
- 1.3 Entrepreneurial Discipline with Practice, Patience and Perseverance (3Ps)
- 1.4 Identifying and Meeting the Gaps in Resources at Optimised Cost
- 1.5 Capital Structuring, Resource Mobilization and Management
- 1.6 New Age Marketing and After Sales Services
- 1.7 Using IT and 8 Deep Technologies
- 1.8 Strategies for Disruption
- 1.9 Legal and Regulatory Compliance

SECTION B: THE ENTREPRENEURIAL ECOSYSTEM

2. The Entrepreneurial Ecosystem

- 2.1 Macroeconomic Environment and Emerging Dimensions of Business Ecosystems
- 2.2 Formation and Incorporation of a Legal Entity
- 2.3 Legal and Intellectual Property Rights
- 2.4 Procurement to Pay
- 2.5 Order to Cash
- 2.6 Transaction to Reporting
- 2.7 Working Capital Management
- 2.8 Market Dynamics
- 2.9 Government Policies, Subsidies, Incentives, Tax Laws
- 2.10 Trends in Entrepreneurship

SECTION C: IDEA TO ACTION

3. Idea to Action

- 3.1 Monetizing Ideas
- 3.2 Bootstrapping
- 3.3 Preparation of Project Report
- 3.4 Funding Options for Start-up, including Crowd Funding
- 3.5 Using Data Analytics to Advantage
- 3.6 Building a Sustainable Revenue Model and Periodical Business Plan
- 3.7 Launching Sustainable Impact Initiatives
- 3.8 From Start up to MNC

SECTION D: VALUE ADDITION

4. Value Addition

- 4.1 Process of Innovation
- 4.2 Design Thinking
- 4.3 Lean Start-Up & Customer Validation
- 4.4 Generating Market Traction
- 4.5 Positioning and Packaging
- 4.6 Start-up Models

SECTION E: SCALE UP

5. Scalability, Scaling up and Stabilisation of Sustainable Business

- 5.1 Business Scalability –Validation and Roadmap
- 5.2 Preparation of Pitching Document and giving Elevator Pitches
- 5.3 Funding Strategies and Funding Series including crowd funding
- 5.4 Start-up Valuation – Pre-money, Milestone and Investors' Exit Point
- 5.5 Scaling up and Stabilisation of Business
- 5.6 Sustainability Management

- 5.7 Exit Strategies of Fund Houses
- 5.8 Gathering Critical Mass through Mergers & Acquisitions
- 5.9 Negotiations at each Milestone

SECTION F: RISK MANAGEMENT STRATEGIES

6. Risk Management Strategies

- 6.1 Predicting, Calculating and Mitigating Enterprise Risks
- 6.2 Application of COSO Framework for Risk-Enabled Performance Management
- 6.3 Predicting, Calculating and Overcoming Financial Risks
- 6.4 Project Monitoring and Controlling
- 6.5 Increasing Coping Mechanisms and Risk Mitigation
- 6.6 Establishing Internal Checks and Balances as a Process
- 6.7 Transformation from Risk Managing to Risks Enabled Organisation
- 6.8 Start-up Audit
- 6.9 Bouncing Back from Failures

SECTION G: LEADERSHIP

7. Leadership

- 7.1 Leading Mission Driven Ventures and Organizations
- 7.2 Business Ethics and Best Practices
- 7.3 Forecasting and Planning - Building Capabilities to see Deeper, Wider and Faster
- 7.4 Developing Mission, Vision and Goals
- 7.5 Learning smart ways to create Competitive Advantage
- 7.6 Learn to deal with Ups and Downs and Lead Organizational Change
- 7.7 Building a Motivated Team
- 7.8 Designing Strategies to suit the Business Needs and Ecosystem

SECTION H: TYPES OF NEW AGE BUSINESS

8. Types of New Age Business

- 8.1 FinTech, EdTech, HealthCare, AgriTech, Defence, IT, Space, Robotics, Digital Transformation & VBA etc.
- 8.2 Agropreneurship
- 8.3 Women Entrepreneurship
- 8.4 Family Run Business
- 8.5 MSME
- 8.6 Generation Transfer Transaction
- 8.7 Social Entrepreneurship
- 8.8 Emerging Markets

APPLICATIONS OF LEARNING POINTS THROUGH CASE STUDIES FOR THE
FINAL LEVEL COURSE