



University of Kerala

Discipline	BUSINESS MANAGEMENT				
Course Code	UK3DSCMGT202				
Course Title	ENTREPRENEURSHIP AND STARTUP ECOSYSTEM				
Type of Course	DSC				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2	5
Pre-requisites					
Course Summary	Familiarises the concept of entrepreneurship and start-up, identifies the required strategic resources and strategies in developing entrepreneurial competencies.				

Detailed Syllabus

Module	Unit	Content	Hrs
I	Introduction		15
	1	Concept of Entrepreneurship - Features - Process	
	2	Entrepreneur - Types - Functions - Traits	
	3	Role of Entrepreneurship in Economic Development	
	4	Constraints for the Growth of Entrepreneurship	
	5	Developing Competencies – Entrepreneurship Development Programmes	
II	Analysis of Business Environment and Business Plan		15
	6	Business Environment - PESTEL Analysis -SWOT Analysis	
	7	Mechanics of Setting Up of New Enterprises- Size and Location	
	8	Business Plan -Elements - Feasibility study -Preparation of Business Plan	
	9	Formalities and Procedures in Registration of a Business - Regulatory Norms and Legal Aspects	
	10	Project Report - Preparation and Presentation of Report	
III	Introduction to Startups		15
	11	Startup- Meaning – Features – Types (Visit a Nearby Startup to Understand its Functioning)	
	12	Life Cycle of a Startup - Growth Stages - Idea Stage, Validation, Early Stage, Growth stage, Exit stage	
	13	3 Pillars to Initiate Startup (Hand holding, Funding & Incubation)	
	14	Ideation and Design Thinking Process - Establishing Design Criteria and Brainstorming - Concept Development - Assumptions Testing and Prototyping	
	15	MSME- Role of MSME in Developing Startups	
IV	Government and Institutional Support to Entrepreneurs		15
	16	Government Initiatives – Startup India Initiative, Seed Fund – ASPIRE – SAMRIDHI Scheme – Mudra Scheme – ATAL Innovation Mission – MSME Multiplier Grants Scheme –Single Point Registration scheme – M-SIPS – Self Employment & Talent Utilization (SETU)- Other Schemes	

	17	Institutions Supporting the Small Business Enterprises: Central level Institutions, State Level Institutions, Other Agencies. District Industries Centres (DICs) - Industrial Development Corporation (IDC) - State Financial Corporation (SFCs) - Small Scale Industries Development Corporations (SSIDCs) - Khadi and Village Industries Commission (KVIC) - Technical Consultancy Organisation (TCO) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDBI) (Functions Only)	
V	Emerging Trends in Entrepreneurship		15
	18	Social Entrepreneurship -Intrapreneurship- Technopreneurship- Netpreneurship - Agripreneurship - Women Entrepreneurship - Green Entrepreneurship - Franchising	
	19	Digitalisation - Need and Importance- Trends	