

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year				Version	1.0			
Semester	Even			Effective From	June 2023			
Course Code		Course Name		Start - Ups and Entrepreneurship (Transdisciplinary Open Elective – TOE)				
Teaching Scheme				Examination Scheme				
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
02	02	---	---	---	---	---	---	---



Sr. No	Module	Description	Marks	Hours
1	I	<p><u>Start-Ups</u></p> <ul style="list-style-type: none"> • Identify Business Opportunities and ideas <ul style="list-style-type: none"> - Clarifying Your Vision, Mission, and Goals - Problem Solving to Find Entrepreneurial Solutions - Creative Problem-Solving Process - Design Thinking - Lean Processes • Measurements and testing ideas <ul style="list-style-type: none"> - Sharing Your Entrepreneurial Story - Developing Pitches for Various Audiences and Goals - Protecting Your Idea and Polishing the Pitch through Feedback - Reality Check: Contests and Competitions • Accelerate ideas <ul style="list-style-type: none"> - Creativity, Innovation, and Invention: How They Differ - Avoiding the “Field of Dreams” Approach - Designing the Business Model - Conducting a Feasibility Analysis • Fund Raising <ul style="list-style-type: none"> - Special Funding Strategies - Accounting Basics for Entrepreneurs - Developing Startup Financial Statements and Projections 		15
2	II	<p><u>Entrepreneurship</u></p> <ul style="list-style-type: none"> • Generation Z entrepreneur <ul style="list-style-type: none"> ○ Entrepreneurship Today ○ Entrepreneurial Vision and Goals ○ The Entrepreneurial Mindset • How to convert small business into Bada Business? <ul style="list-style-type: none"> ○ Building the Entrepreneurial Dream Team ○ Designing the Business Model ○ Conducting a Feasibility Analysis ○ Frameworks to Inform Your Entrepreneurial Path • Learn low cost marketing strategies <ul style="list-style-type: none"> - Entrepreneurial Marketing and the Marketing Mix - Market Research, Market Opportunity Recognition, and Target Market - Marketing Techniques and Tools for Entrepreneurs - Marketing Strategy and the Marketing Plan - Sales and Customer Service • Scaling & Building Brand Image <ul style="list-style-type: none"> ○ Entrepreneurial Branding ○ Building and Connecting to Networks 		15



REFERENCE

Books:	
1.	Ries, E. (n.d.). <i>The Lean Startup</i> [Review of <i>The Lean Startup</i>]. Crown Business .
2.	Wicks, M. (n.d.). <i>Starting a Business 101</i> [Review of <i>Starting a Business 101</i>]. Blue Beetle Books Inc.
3.	Charantimath, P. M. (n.d.). <i>Entrepreneurship Development and small Business Enterprise</i> [Review of <i>Entrepreneurship Development and small Business Enterprise</i>]. Pearson.
4.	Christensen, V. M., & Raynor, M. E. (n.d.). <i>The Innovators' Solution</i> [Review of <i>The Innovators' Solution</i>]. Harvard Business Review Press.
Newspapers / Magazines / Journals:	
1.	Entrepreneurship Theory and practice: SAGE Journal
2.	Journal of Business Venturing - Elsevier
3.	Journal of International Small Business – SCI
Web resources:	
1.	https://www.youtube.com/watch?v=H9ygAJ3dcqE - How To Start A StartUp ?
2.	https://www.startupindia.gov.in/ - State rank, Start up Support by Government
3.	https://www.forbes.com/sites/allbusiness/2018/07/15/35-step-guide-entrepreneurs-starting-a-business/?sh=40fe7a94184b – Forbes Article
4.	https://openstax.org/books/entrepreneurship/pages/6-1-problem-solving-to-find-entrepreneurial-solutions - Problem Solving to Find Entrepreneurial Solutions

