



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

STARTUP MANAGEMENT								
III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
		L	T	P	C	CIA	SEE	Total
CMBD41	Elective	4	-	-	4	40	60	100
		Contact Classes: 45		Tutorial Classes: Nil		Practical Classes: Nil		Total Classes: 45
Prerequisite: Entrepreneurship Development								

I. COURSE OVERVIEW:

The aim of this course is designed to equip aspiring entrepreneurs with the knowledge and skills needed to navigate the complex landscape of starting and growing a business. From generating innovative ideas to securing startup capital, addressing legal considerations, and planning for exit strategies, participants will gain insights into the entire entrepreneurial journey.

II. COURSES OBJECTIVES:

The students will try to learn:

- I The foundational concepts of cloud computing and its significance in modern business environments.
- II The benefits and challenges of adopting cloud computing for businesses across different industries.
- III The skills to make informed decisions about cloud adoption, resource management, and cost optimization.
- IV The benefits of cloud storage and its applications, usage by managers
- V Real-world case studies of organizations successfully implementing cloud solutions.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Recall the new industrial revolution, generate business ideas through brainstorming, understand the entrepreneurial ecosystem, and analyze government initiatives supporting startups in India.
- CO2 Explain the startup capital requirements, estimate cash needs, construct financial assumptions, and navigate the legal environment
- CO3 Understand the conduct feasibility analysis.
- CO4 Explore funding options (equity, debt, bootstrapping, crowdfunding), and address unique financial challenges of high-tech ventures.
- CO5 Examine the strategies for navigating the challenges of startup growth, sustaining ventures, and preparing for leadership succession.
- CO6 Analyze the address failure scenarios, explore exit strategies (selling, staying in, going public, liquidation), and understand the dynamics of business closure.

IV. COURSE CONTENT:

MODULE – I: STARTUP OPPORTUNITIES (10)

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.

MODULE - II: STARTUP CAPITAL REQUIREMENTS AND LEGAL ENVIRONMENT (10)

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, The Legal Environment- Approval for New Ventures- Taxes or duties payable for new ventures.

MODULE - III: STARTINGUP FINANCIAL ISSUES (05)

Feasibility Analysis, The cost and process of raising capital, Unique funding issues of a high-tech ventures. Funding with Equity – Financing with Debt- Funding startups with bootstrapping- crowd funding- strategic alliances.

MODULE - IV: STARTUP SURVIVAL AND GROWTH (10)

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.

MODULE - V: PLANNING FOR HARVEST AND EXIT (10)

Dealing with Failure: Bankruptcy, Exit Strategies- Selling the business - Cashing out but staying in-being acquired- Going Public (IPO) – Liquidation.

V. TEXT BOOKS:

1. Jimmy Jain. “Design Thinking for Startups”, Notion Press Publisher, Jan, 2018.
2. Steven Fisher, Ja-nae’ Duane, “The Startup Equation -A Visual Guidebook for Building Your Startup”, Indian Edition, McGraw Hill Education India Pvt. Ltd, 2016.
3. Donald F Kuratko, Jeffrey S. Hornsby, “New Venture Management: The Entrepreneur’s Road Map”, 2e, Routledge, 2017.
4. Pushkar Aurangabadkar, Supriya Singh, “Startup and New Management”, Nirali Prakashan, 1st Edition, 2017.
5. Kathleen R Allen,” Launching New Ventures, An Entrepreneurial Approach”, Cengage Learning, 5th Edition, 2016.
6. Anjan Raichaudhuri, “Managing New Ventures Concepts and Cases”, Prentice Hall International, 4th Edition, 2010.
7. S. R. Bhowmik & M. Bhowmik, “Entrepreneurship”, New Age International, 5th Edition, 2007.

VI. REFERENCE BOOKS:

1. Vijay Sathe, Corporate Entrepreneurship, Cambridge, 1st Edition, 2009.

VII. WEB REFERENCES:

1. <https://www.inc.com/encyclopedia/business-information-sources.html>
2. <https://www.investopedia.com/terms/s/startup.asp>

VIII. E-TEXT BOOKS:

1. https://en.wikipedia.org/wiki/Startup_company
2. <https://msdn.microsoft.com/en-us/library/hh708954.aspx>
3. <https://clarity.fm/startupadvice>