COURSE CONTENT

STARTUP AND MSME MANAGEMENT								
III Semester: MBA								
Course Code	**Category**	**Hours / Week**			**Credits**	**Maximum Marks**		
CMBE42	**Elective**	**L**	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
		4	**-**	**-**	**4**	40	60	100
Contact Classes: 45	**Tutorial Classes: Nil**	**Practical Classes: Nil**				**Total Classes: 45**		
Prerequisite: Entrepreneurship and Design Thinking								
SDGs Mapping: SDG 8 (Decent Work & Economic Growth), SDG 9 (Industry, Innovation and Infrastructure)								

I. COURSE OVERVIEW:

This course aims to enhance students’ understanding of the entrepreneurial ecosystem with a focus on startups and Micro, Small, and Medium Enterprises (MSMEs). It introduces the dynamics of the startup economy, requirements for venture creation, legal and financial aspects, and the management of MSMEs. Students will gain practical insights into entrepreneurial opportunities, challenges, and institutional support available in India. The framework prepares learners to critically analyze and apply entrepreneurial principles for building sustainable ventures and contributing to economic growth.

II. COURSES OBJECTIVES:

The students will try to learn:

I. The fundamentals of entrepreneurship, startups, and MSMEs, along with their role in economic development.
II. The benefits and challenges of adopting cloud computing for businesses across different industries. Examine the processes involved in identifying opportunities, mobilizing resources, and financing startups.
III. The legal, regulatory, and policy frameworks affecting startups and MSMEs.
IV. Managing MSMEs, addressing challenges, and ensuring sustainable growth
V. The institutional support systems, policies, and schemes for entrepreneurs, including women entrepreneurs.

III. COURSE OUTCOMES:

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

CO1	Describe the fundamentals of startups, entrepreneurial ecosystems, and MSME policies in India.
CO2	Explain startup requirements, capital resources, financing options, and feasibility analysis.
CO3	Analyze the growth stages, legal environment, and leadership challenges faced by startups and new ventures.
CO4	Apply management strategies for MSMEs, including product line management, client communication, and revival practices.
CO5	Evaluate institutional and financial support systems for startups and MSMEs.
CO6	Create entrepreneurial solutions by integrating innovative strategies, risk management, and sustainability practices.

IV.COURSE CONTENT:

MODULE – I: INTRODUCTION TO STARTUP AND MSME (10)

The Rise of the Startup Economy, The Six Forces of Change, The Startup Equation, The Entrepreneurial Ecosystem, Entrepreneurship in India. Concept & Definition of Employment, Export and Business Opportunities in MSMEs. Issues and Challenges of MSMEs, MSME Policies in India.

MODULE - II: STARTUP REQUIREMENTS (10)

The Big Idea, Generate Ideas with Brainstorming, Business Startup, Ideation, Venture Choices. Identifying Startup Capital Resource Requirements, Estimating Startup Cash Requirements, Developing Financial Assumptions, Constructing a Process Map, Positioning the Venture in the Value Chain, Launch strategy to reduce Risks, Startup Financing Metrics, Feasibility Analysis, The Cost and Process of Raising Capital, Unique Funding Issues of High-tech Ventures, Funding with Equity, Financing with Debt, Funding Startups with Bootstrapping, Crowd Funding.

MODULE - III: STARTUP AND LEGAL ENVIRONMENT (05)

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. The Legal Environment, Approval for New Ventures, Taxes or Duties Payable for New Ventures.

MODULE - IV: MANAGEMENT OF MSME (10)

Management of Product Line; Communication with Clients, Credit Monitoring System, Management of NPAs, Restructuring, Revival and Rehabilitation of MSME, Problems of Entrepreneurs, Sickness in MSME, Reasons and Remedies, Evaluating Entrepreneurial Performance.

MODULE - V: INSTITUTIONAL SUPPORT FOR MSMES (10)

Forms of Financial Support, Long-term and Short-term Financial Support, Sources of Financial Support, Dealing with Failure: Bankruptcy, Exit Strategies: Selling the Business, Crashing-out but Staying in-being Acquired, Going Public (IPO) and Liquidation. District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Schemes for Women Entrepreneurs.

V.TEXT BOOKS:

1. Bruce R. Barringer, R. Duane Ireland, Entrepreneurship successfully, launching new ventures, Pearson, 2019.
2. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
3. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.

VI. REFERENCE BOOKS:

1. Anjan Rai Chaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
2. S.R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
3. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.

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