

STARTUP MANAGEMENT

III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
		L	T	P		C	CIA	SEE
CMBC44	Elective	4	-	-	4	30	70	100
		Contact Classes: 45		Tutorial Classes: Nil		Practical Classes: Nil		Total Classes: 45
<p>I. COURSE OVERVIEW: The course provides the conceptual knowledge relating to start-up of a new business concerns and various kinds of start-up ideas through brain storming. The course also gives the information relating to capital estimations and financial assumptions for start-ups and legal environmental policies relating to incorporation of new business. The course is relates about the various financial issues to start-up and venture capital investment concepts. The course provides enough knowledge in terms of wind up of and organization and bankruptcy position and exit strategies like sale or windup of business organization.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <ol style="list-style-type: none"> I. The concepts relating to idea generation, refining and startup of an organization. II. The requirements of capital and also identify various sources of finance available for the acquisition of capital. III. The cost of raising capital and cost of debt for startups. IV. Various phases of new ventures and growing markets along with the industry. V. The strategies for quitting the organization form industry or sale the business to other organization. <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <p>CO 1: Summarize the idea generation and brainstorming for start-up of a business concern. CO 2: Narrate the changing environment for entrepreneurs in India and government initiatives. CO 3: Identify the capital requirements for start-up organization by an entrepreneur. CO 4: Contrast on legal environmental aspects for start-up entrepreneurs. CO 5: Estimations of financial requirements and various sources of raising capital for start-up of an organization. CO 6: Distinguish between funding with equity and debt and crowd funding and strategic alliances for start-up to take funding decisions. CO 7: Assess various methods for survival of start-up organizations for long term existence of start-up. CO 8: Appraise the growth prospects of start-up organizations for betterment of organization. CO 9: Illustrate the consequences of bankruptcy and exit strategies for windup of an organization. CO 10: Distinguish between cash out but stay and sale strategies available for an unsuccessful entrepreneur.</p>								
IV. SYLLABUS								
UNIT-I	STARTUP OPPORRTUNITIES						Classes: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.								
UNIT-II	STARTUP CAPITAL REQUIREMENTS AND LEGAL ENVIRONMENT						Classes: 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.								

UNIT-III	STARTINGUP FINANCIAL ISSUES	Classes:05
<p>Feasibility Analysis, The cost and process of raising capital, Unique funding issues of high-tech ventures.</p> <p>Funding with Equity – Financing with Debt- Funding startups with bootstrapping- crowd funding- strategic alliances.</p>		
UNIT-IV	STARTUP SURVIVAL AND GROWTH	Classes:10
<p>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 – Leadershipsuccession. Support for growth and sustainability of the venture.</p>		
UNIT-V	PLANNING FOR HARVEST AND EXIT	Classes:10
<p>Dealing with Failure: Bankruptcy, Exit Strategies- Selling the business - Cashing out but staying in- beingacquired- Going Public (IPO) – Liquidation.</p>		
Text Books:		
<ol style="list-style-type: none"> 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, Mc Graw Hill Education India Pvt. Ltd, 2016. 3. Donald F Kuratko, Jeffrey S. Hornsby, “New Venture Management: The Entrepreneur’s Road Map”, 2nd Edition, 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. AnjanRaichaudhuri, “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. 		
Reference Books:		
<ol style="list-style-type: none"> 1. Vijay Sathe, Corporate Entrepreneurship, Cambridge, 1stEdition,2009. 		
Web References:		
<ol style="list-style-type: none"> 1. https://www.inc.com/encyclopedia/business-information-sources.html 2. https://www.investopedia.com/terms/s/startup.asp 		
E-Text Books:		
<ol style="list-style-type: none"> 1. https://en.wikipedia.org/wiki/Startup_company 2. https://msdn.microsoft.com/en-us/library/hh708954.aspx 3. https://clarity.fm/startupadvice 		