



## START-UP MANAGEMENT

Credits: 2

Semester: III

Subject Code: G23BBED1T

No. of lecture hours: 30

Objective:

It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.

Course Outcome:

On successful completion of this course, the students will be able:

CO1: Develop a start-up Enterprise with Big Idea Generation.

CO2: Analyse start-up capital requirements by analysing legal factors.

CO3: Interpret feasibility Analysis towards funding issues.

CO4: Access growth stages in new venture and reasons for scaling ventures.

CO5: Evaluate financial stability and decide on expansion possibilities.

### UNIT – I: ENTREPRENEUR AND ENTREPRENEURSHIP: 6hrs

Evolution of the Concept of Entrepreneur. Characteristics of an Entrepreneur. Distinction Between an entrepreneur and a manager. Functions of an Entrepreneur. Traits/ Qualities of Entrepreneurs. Types of Entrepreneurs. Role of Entrepreneurship in Economic Development. Growth of Entrepreneurship in India. Problems and Development of Rural Entrepreneurship.

### UNIT – II: 6hrs

#### ROLE OF SUPPORT INSTITUTIONS & MANAGEMENT OF SMALL

#### ENTERPRISES:

Entrepreneurship Development Programmes (EDPs) – Phases of EDP's and Evaluation of EDPs. Institutional Finance to Entrepreneurs like Commercial Banks–Other Major Financial Institutions such as IDBI, IFCI, IIBI, LIC, UTL, NABARD, SFCs, SISI, SIDCs, SIDBI, and EXIM Bank and venture capital firms. Role of Small Enterprises in Economic Development. Ownership Structures, MSME act.

  
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**UNIT- III: WOMEN ENTREPRENEURSHIP:**

**6hrs**

Concept of women entrepreneur, Functions of women entrepreneurs, growth of women entrepreneurship in India, problems of women entrepreneurs, developing women entrepreneurship, limitations of women entrepreneurship

**UNIT – IV: RURAL ENTREPRENEURSHIP**

**6hrs**

Meaning of rural entrepreneurship – need for rural entrepreneurship, rural entrepreneurship / Industrialization in retrospect, problems of rural entrepreneurship, how to develop rural entrepreneurship? NGO's and rural entrepreneurship

**UNIT – V: FAMILY BUSINESS**

**6hrs**

Introduction – meaning of family business – types of family business – family business in India – advantages of family business – disadvantages of family business – major challenges faced by family business in India – business succession planning – making family business more effective.

**SUGGESTED BOOKS:**

1. Vasanth Desai, "Dynamics of Entrepreneurial Development and Management", 2007, HPH, Millennium Edition.
2. S.S. Khanka, "Entrepreneurial Development", 2007, S. Chand & Co. Ltd.
3. Poornima. M Charantimath, "Entrepreneurial Development and Small Business Enterprises

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