



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)
(Affiliated to Sardar Patel University)
NAAC ACCREDITED "A" GRADE (3.04 CGPA)
ISO 9001:2015



Syllabus as per NEP 2020 with effect from the Academic Year 2025-2026

Bachelor of Business Administration
Information System Management
BBA (ISM) Semester – I

Course Code	UB01SEBBI02	Title of the Course	Fundamentals of Business Startup
Total Credits of the Course	2	Hours per Week	2

Course Objectives:	<ul style="list-style-type: none">To introduce students to the core concepts of business startups and the idea generation techniquesTo enable students to generate and develop innovative business ideas using design thinking.To familiarize students with incubation support, funding sources, and key government initiatives promoting entrepreneurship in India.
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Course Content		
Unit	Description	Weightage* (%)
1.	INTRODUCTION TO STARTUP & DEVELOPING BUSINESS IDEAS <ul style="list-style-type: none">• Concept and definition of business & Startup• Types of startup• Skills to require business startup DEVELOPING BUSINESS IDEAS <ul style="list-style-type: none">• Recognizing opportunities• Trend analysis• Generating ideas• Brain storming• Focus groups• Surveys• Customer advisory board• Patents and IPRs	35%
2.	DESIGN THINKING AND INCUBATION DESIGN THINKING <p>Overview of design thinking Principles of design thinking 3 Ps of design thinking Five stages of design thinking</p> INCUBATION <p>Definitions of business incubation and incubator Role of business incubators Advantages of incubators Functions of an incubator</p>	35%

3.	FUNDING & GOVERNMENT INITIATIVES FOR STARTUP IN INDIA	30%
<ul style="list-style-type: none"> • Sources of finance • Commercial banks • Government grants and schemes 		
GOVERNMENT INITIATIVES FOR STARTUP IN INDIA		
Government initiatives • Startup India initiative, Seed fund ATAL innovation mission Self-employment and talent utilization(SETU)		

Teaching-Learning Methodology	ICT through (e.g. Power Point presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
College External Examination (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand the concept of startups, types of startups, and the essential skills required to initiate a business venture
2.	Apply idea generation techniques and design thinking principles to develop and validate innovative business ideas.
3.	Evaluate the role of incubation, funding options, and government initiatives in supporting and prompting startup ecosystem.

Suggested References:	
Sr.No.	References
1.	Scarborough, N.M. (2016). Essentials of entrepreneurship and small business management (8 th edn.). Pearson
2.	Balagurusamy E.,vijaykumar B (2024, January 24)Design Thinking (First Edition), McGraw Hill
3.	Baporikar N.(2024,January 10)Entrepreneurship development & Project Management, Himalaya pub
4.	Blank,S.,& Dorf, B. (2012). The Startup Owner’s Manual: The step –by-step guide for building a great company. K & S Ranch
Digital resources to be used if available as reference material	
Digital Resources:	
https://www.constructionplacements.com/top-business-skills-for-startups/	
https://in.indeed.com/career-advice/career-development/what-is-venture-capital	
https://connect.mheducation.com	



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Academic Coordinator
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Principal
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