

Semester IV	Internal marks:60		External marks: 40	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs	CREDITS
	Startup Acceleration Course	Credit course	45	3

Course Objective

The course is designed to motivate the students to build startup with innovative ideas and accelerate through Minimum Viable product

Course Outcome and Cognitive Level Mapping

The students will be able to

CO	CO Statement	Knowledge Level
CO 1	Develop Business Model canvas for the idea generated	K4
CO 2	Validate the business idea by creating Capstone project	K5
CO 3	Promotion of Startups through proper registration	K5
CO 4	IPR development for Startup	K5
CO 5	Scalability of Startup for Fund raising	K6

UNIT I: Market Survey and Research on Entrepreneurship

Types of Entrepreneurs, Attributes of Entrepreneur - Identifying and Selecting a Good Business Opportunity- Market Survey and Research, Techno-Economic Feasibility Assessment -Preliminary Project Report, Detailed Project Report, Institutional Support System (Analysis with the Help of Formats and Cases)

Assessment: Preliminary Project report of Identified Business Opportunity

UNIT II Business Planning Process

Meaning of Business plan, Business plan process, Advantages of business planning - Preparing a model project report for starting a new venture (Team-based project work) - Entrepreneurial Competencies, Sources of Finances - Working Capital Management -Break Even Analysis- Inventory Management

Assessment: Submission of Business plan proposal for New Venture

UNIT III Opportunity Identification and Evaluation

Opportunity identification and product/service selection - Generation and screening the project ideas- Market analysis, Technical analysis, Cost benefit analysis and network analysis -Project formulation- Assessment of project feasibility -Dealing with basic and initial problems of setting up of Enterprises

Assessment: Report of Market analysis study on identified venture

Unit IV Perception of MVP, IPR and Funding

Development of Minimum Viable product -Concept of IPR, Trademark, Patent, Design and Copyright module- Funding Schemes both by Government and Government Organizations Proposal writing- Regulations of MSME and other Licensing process.

UNIT V Startup & Scale up Fund raising

Precursor to fund raising- Preparation of PPT- Mock of Preview Pitching- One to One Interaction with Angel investor- Venture capital funding and Large scale Funding options.

Textbooks

1. Elias G.Carayannis, Elbida.D.Samra (2015), Innovation and Entrepreneurship,
2. Peter.F. Drucker (2006), Innovation and Entrepreneurship, Harper Publications
3. Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi.
4. Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.
5. Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.

Reference books

1. John R.Bessant, Joe Tidd (2015), Innovation and Entrepreneurship, Wiley Publications
2. Mike Kennard (2021), Innovation and Entrepreneurship, Routledge, Taylor and Francis
3. Shane A. Scott, "The Illusions of Entrepreneurship", Yale University Press/New HarvenLondon, 2008.
4. Richard Blundel, Nigel Lockett, "Exploring Entrepreneurship Practices and Perspectives".Oxford University Press. 2011

Web References

1. <https://innovation-entrepreneurship.springeropen.com/>
2. <https://www.worldcat.org/title/innovation-and-entrepreneurship-practice-and-principles/oclc/11549089/lists>

PEDAGOGY

Lectrues, e Content modules, Activity worksheet, Case Studies

Course Designer:

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SCHEME OF EVALUATION
STARTUP ACCELERATION COURSE
Assessment Rubrics for 100 marks

S.No	Particulars	Marks
1	Preparation of Project Preliminary report	20
2	Business plan for five years	20
3	Market analysis Report on new venture	20
4	VIVA VOCE	
	a. Novelty of Business Idea	10
	b. Prototype Development	10
	c. Pitching Presentation	10
	d. Registration & Licensing Process	10
	TOTAL	100

There will be no End Semester Examination for this Course. The mentor will make the assessment of students performance based on the above mentioned components and an internal VIVA VOCE will be conducted by the Board Members of SHINE Business Incubation Centre. This course is equivalent to the project work done by the UG students in their final Semester. Marks and credits will be awarded under Project Head in the Marksheet. The Project hour of the sixth semester should be utilized by the students for commercialization process