Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
Choice Based Credit System (CBCS) in Light of NEP-2020

GENERIC ELECTIVE (EVEN SEMESTER)

GPMGT202 FINANCING STARTUPS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
GPMGT202	GE	Financing Startups	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit; **GE** – Generic Elective
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

This is an invaluable road map, not just for anyone thinking about starting a new business, but also for those wanting to unravel the mysteries of entrepreneurship.
Students will be able to understand

- Startup opportunities
- Legal and other requirements for new ventures
- Financial Issues of startups
- Sustainability and growth of startups
- Exit strategies

.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To instill a spirit of entrepreneurship
2. To instill a spirit of entrepreneurship among the student participants.
3. To give insights into the Management of Business

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
Choice Based Credit System (CBCS) in Light of NEP-2020

GENERIC ELECTIVE (EVEN SEMESTER)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
GPMGT202	GE	Financing Startups	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit; **GE** – General Elective
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Overview of Startups
1. Introduction
2. Eligibility and registrations for startups
3. Sources of Finance
4. Getting Funded – Steps in the Funding Process

UNIT II: Venture Capital
1. Introduction
2. Entry terms and exit terms
3. VC Investment

UNIT III: Starting up Financial Issues
1. Feasibility Analysis – The cost and process of raising capital –
2. Unique funding issues of a high-tech ventures –
3. Funding with Equity – Financing with Debt-
4. Funding startups with bootstrapping- crowd funding- strategic alliances

UNIT IV: Crowd funding
1. Overview and Evolution
2. Equity Crowed funding
3. Reward based Crowd funding
4. Other sources of finance

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
Choice Based Credit System (CBCS) in Light of NEP-2020

GENERIC ELECTIVE (EVEN SEMESTER)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
GPMGT202	GE	Financing Startups	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit; **GE** – General Elective
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT V: Startup Survival and Growth

1. Stages of growth in a new venture
2. Growing with the market
3. Growing within the industry
4. Venture life patterns
5. Reasons for new venture failures

Suggested Readings:

1. Kathleen R Allen.(2016). ***Launching New Ventures, an Entrepreneurial Approach,*** Cengage Learning.
2. AnjanRaichaudhuri.(2010). ***Managing New Ventures Concepts and Cases,*** Prentice Hall International.
3. S.R. Bhowmik and M. Bhowmik.(2007), ***Entrepreneurship***, New Age International.
4. Steven Fisher, Ja-nae Duane. (2016). ***The Startup Equation -A Visual Guidebook for Building Your Startup***, ***Indian Edition***, McGraw Hill Education India Pvt. Ltd.
5. Donald F Kuratko, Jeffrey S. Hornsby.(2017). ***New Venture Management: The Entrepreneurs Road Map,***Routledge.
6. Vijay Sathe. (2009). ***Corporate Entrepreneurship***, Cambridge.