

Bachelor of Vocation – Healthcare Management

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE- 5 : Dynamics of Start-Up in Healthcare Sector

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE-5 Dynamics of Start-Up in Healthcare Sector	4	3	1	0	NA	NA

Learning Objectives:

To give the students an overview of entrepreneur and its types that would help students to understand basics of starting up new ventures, start-ups. The challenges they could face while starting up with new business.

To enable students to explore, launch entrepreneurial ventures in their own areas of interest.

Learning outcomes

After successful compilation of the course students will be able to:

1. Understand the process and nature of entrepreneurship.
2. Identify the different ways in which entrepreneur manifests in start-ups
3. Evaluate the feasibility of pursuing the opportunity recognized
4. Know how to create one's own business venture and the various factors that influence successful set-up and sustainable operations.

Syllabus

Unit 1(8 Hours)

Entrepreneurship Journey -Meaning of entrepreneur, types of entrepreneur, making of an entrepreneur, role of innovation and creativity for start-ups, start-up opportunities and creativity: role of creative thinking in development and growth of new venture in India. Challenges in starting start-ups.

Unit 2(12Hours)

Business Setup- Characteristics of opportunity, where to look for opportunities, from identification to evaluation, forms of ownership and suitability, different modes of generating

ideas, identification of opportunities: idea generation, selection and implementation, search for new ideas: techniques for generating ideas, scamper, brainstorming, mind mapping, storyboarding and role playing. Entry strategies: new product, franchising, buying an existing firm.

Unit 3(10 Hours)

Feasibility and Resource Mobilization -Feasibility analysis: marketing, technical and financial feasibility analysis, industry and competition analysis, assessing new venture, economic environment and socio economic feasibility of the venture. Resource mobilization for entrepreneurship: resources mobilization, types of resources, process of resource mobilization, sources of financing.

Unit 4 (15Hours)

Scaling-up of Business and Entrepreneurship Ecosystem -Scaling ventures – preparing for change, harvesting mechanism and exit strategies, managing growth, Reasons for new venture failures, the entrepreneurial ecosystem, business incubators, entrepreneurship in India. Government initiatives, government grant and subsidies. Objective/knowledge testing, Competency based evaluation using validated assessment tools and practical skill demonstration.

Projects/assignments with a grading rubric/scale emphasizing module competencies

Practical component (if any) –

N/A

Essential Readings -

1. Arora, A., & Pasricha, S. (2025). Startups of Bharat: Stories of India's million-dollar founders under thirty. Penguin Random House India.
2. Waghmare, G., & Sardar, R. (2021). Startup ecosystem in India: Text and cases. Himalaya Publishing House.
3. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston: Pearson.
4. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill.

Suggested Readings-

1. Shukla, M. B. (2007). Entrepreneurship and small business management. Kitab Mahal.
2. Hisrich, R. D., & Peters, M. P. (2020). Entrepreneurship (11th ed.). McGraw Hill Education.
3. Barringer, B. R., & Ireland, R. D. (2020). Entrepreneurship: Successfully launching new ventures (7th ed.). Pearson Prentice Hall.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.