

**Bachelor of Arts (VS)- Modern Office Management
Semester VII**

Discipline Specific Course - (DSE 7.3)-Fund Management for Startups

**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		
Fund Management for Startups DSE (7.3)	4	3	0	1	Class XII	Nil

Learning objective:

- To provide students with an in-depth understanding of the financial system.
- To explain the significance of the financial system in supporting business strategy and operations.
- To analyze the structures and components of the financial system.
- To examine the regulatory frameworks governing the financial system.

Learning outcomes: After completion of the course, students would be able to:

- Describe the components and functions of a financial system
- Critically examine and evaluate the components of a formal financial system and comprehend the interplay between regulatory frameworks and financial institutions
- Analyse the functioning and working of money and capital markets.
- Develop practical skills in financing and investment decision-making, allowing them to contribute effectively to strategic business planning and resource allocation.
- Evaluate various sources of capital, enabling them to contribute strategically to financial decision-making and to leverage diverse funding avenues to support the growth and sustainability of entrepreneurial ventures

Course Content (Theory 45 Hours + 30 hours practical)

Unit-1: Financial Planning and Strategy 10 Hours

Concept and Importance of Financial forecasting, Long-range planning and short-range planning, Strategic Decision making and planning, Strategic financial planning and steps in financial planning, financial systems and Economic Development, Components of the Formal Financial System; Overview of Indian financial system.

Unit-2: Financial Market and its Regulators 12 Hours

Financial Market: Classification- Capital Market (Primary and Secondary); Primary Market: Types of Issues, Factors for increase in popularity of international markets, Instruments; Secondary Market-Functions and Significance of Stock Exchanges; Money Market: Functions, Benefits & Instruments; Concept, Need for Financial Derivatives, Types of Derivative and Traders in Derivatives Market. Regulatory Structure of Financial Institutions and Markets.

SEBI: Powers and Functions & Investor Protection Measures. RBI: Role of RBI in Indian Financial System.

Unit-3: Financial Services and Sources of Corporate Finance

12 Hours

Financial Services – Meaning, Concept and Importance of Financial Services, Types of Financial services: Fund Based and Fee based; Leasing and Hire Purchase finance; Factoring and forfeiting; Bills Discounting; Concept and Importance of Insurance; Types of Insurance; Merchant Banking; Underwriting; Investment Banking.

Equity Share Capital, Preference Share Capital, Debenture-Types Public Deposit; International Sources of Finance: ADR, GDR, ECB, FCCB, FDI and FII.

Unit-4: Funding of Start Ups and MSMEs

11 Hours

Crypto Currency, Angel Funding, Crowd Funding, Boot Strapping, Funding from incubators and accelerators and Alternate Investment Fund; Venture Capital Financing-Meaning and features of Venture Capital, Types of Venture Capitalist, Stages of Venture financing, Factors affecting Venture Capital financing.

Practical:

- Role-play pitching your startup idea and responding to typical investor questions about funding and financials.
- To develop a financial strategy for a new startup, including recommendations for financing, investing, and managing risk.
- Prepare a report on financing options for startups.
- Prepare 5-6 slides showing key financial metrics, funding needs, and expected ROI for investors.
- Assign teams to conceptualize a crowdfunding campaign for a social-impact. (e.g., sustainable crafts, organic farm produce).
- Analyse real startup case studies.

References

- Chandra, P. (2023). Fundamentals of Financial Management (7e ed.). McGraw Hill.
- Khan, M. Y. (2022). Financial Services (10e ed.). McGraw Hill.
- Kulkarni, P. V., & Satyaprasad, B. G. (2015). Financial Management (14e ed.). Himalaya Publishing House.
- Pandian, D. P. (2009). Financial Services and Markets. Vikas Publishing House.
- Pathak, B. V. (2014). Indian Financial System (4e ed.). Pearson.