

## Bachelor of Arts (VS)- Small and Medium Enterprises

### Semester VIII

#### Discipline Specific Elective- 8.3 (DSE-8.3)- Startup Creation and Business Plan Development

#### 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		
Startup Creation and Business Plan Development (DSE-8.3)	4	3	0	1	12 <sup>th</sup> pass	NIL

**Learning Objectives:** Upon completion, students should be able to:

- Model and analyse complex supply chain systems.
- Select and apply suitable optimization techniques for different supply chain challenges.
- Design and implement measures to optimize network design, inventory management, and transportation operations.
- Leverage analytics and digital tools to monitor performance, predict risks, and support decision-making in real-world supply chains

#### Learning Outcomes:

- Students will be able to understand how to identify viable business opportunities and analyse the startup environment.
- Students will be equipped to develop a basic business model using real-world examples and lean startup principles.
- Students will be able to independently create a full business plan suitable for funding or launch.
- Students will develop skills to pitch ideas convincingly and understand fundraising mechanics.

#### Course Content

(Theory 45 hrs + Practical 30 hrs)

#### Unit 1

12 hours

Introduction to Startups and Entrepreneurial Ecosystem: Meaning, definition, and evolution of startups; Differences between startup, MSMEs, and traditional businesses; Characteristics and mindset of successful entrepreneurs; Introduction to the startup ecosystem in India and globally; Key institutions: incubators, accelerators, angel networks, VCs, Startup India, SIDBI, Atal Innovation Mission; Understanding the startup life cycle: Ideation, Validation, MVP,

Launch, Growth, Exit; Techniques for identifying business opportunities- Trend analysis, SWOT analysis, PESTEL framework, Design Thinking overview, Problem-solution fit analysis.

## **Unit 2**

**12 hours**

Business Model and Lean Startup Development : Value Proposition Design- understanding customer pain points and designing product/service fit; Customer Segmentation and Persona Building; Business Model Canvas (BMC): 9 building blocks- Key partners, Key activities, Value propositions, Customer relationships, Channels, Customer segments, Cost structure, Revenue streams, Key resources; Revenue generation models: Subscription, Transaction, Freemium, Licensing, etc.; Minimum Viable Product (MVP): Concept and development; Introduction to Lean Startup methodology; Pivoting and iterative feedback; Case Studies: Zerodha, Zomato, Paytm, or sector-based micro cases.

## **Unit 3**

**11 hours**

Business Plan Creation: What is a Business Plan and why is it needed? Components of a business plan: Executive summary, Company description, Market research and competitor analysis, Product/Service offering, Sales and marketing strategies, Operational planning (Location, Supply Chain, Production), Organizational structure and team roles, Financial plan- Cost estimation, Break-even analysis, Projected profit & loss, Funding requirements and use of funds; Risk assessment and mitigation strategy; Legal formalities: business registration (Udyam, GST, FSSAI, etc.), intellectual property rights.

## **Unit 4**

**10 hours**

Pitching and Fundraising for Startups: Introduction to startup funding stages (Bootstrapping, Angel, Seed, VC); Role of incubators and government schemes (e.g., MUDRA, CGTMSE); Types of funding and instruments (Equity, Debt, Convertible Notes); Understanding investor expectations; Structure and elements of a startup pitch deck- Problem, Solution, Market size, Product demo, Business model, Competitive advantage, Go-to-market strategy, Team, Financials and projections, Ask (funding requirement); Preparing and delivering an elevator pitch; Common questions asked by investors; Mock pitch session with peer review

### **Practical**

- Each student/group must prepare a **detailed business plan** for a proposed or imaginary MSME/startup.

### **Suggested Readings :**

Pinson, L. (2021). *Anatomy of a business plan: A step-by-step guide to building a business and securing your company's future* (8th ed.). Out of Your Mind... and Into the Marketplace.

Entrepreneur Press. (2015). *Write your business plan: Get your plan in place and your business off the ground*. Entrepreneur Media.

Barrow, C., Barrow, P., & Brown, R. (2021). *The business plan workbook: A step-by-step guide to creating and developing a successful business* (10th ed.). Kogan Page.

Curtis, V. (2022). *Creating a business plan for dummies* (3rd ed.). John Wiley & Sons.

Colwell, K. (2019). *Starting a business quickstart guide: The simplified beginner's guide to launching a successful small business, turning your vision into reality, and achieving your entrepreneurial dream*. ClydeBank Media LLC.

Schramm, C. J. (2018). *Burn the business plan: What great entrepreneurs really do*. Simon & Schuster.