

SES's L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



Syllabus of Economics of Start-up under NEP 2020 for Bachelors of Arts (BA) VSC (2 credits) Sem I

Department of Economics

Head of the Department: Ms. Samiksha Jadhav

Date of approval by the BoS in Economics : 23/04/2024

Approved by the Academic Council on: 29/04/2024

Ratified by the Governing Body on: 06/05/2024



Programme: Bachelors of Arts			Semester : I		
Course : Economics of Start-up (VSC 2 credits) Academic Year: 2024-2025 Batch: 2024-2027			Code: UGBAIECOVSC24		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

Particulars	%
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	40
Class test, Quiz/presentation/Viva-Voce (OR)	10+05+05=20 Marks
Assignment/Project, Quiz and presentation/Viva-Voce	10+05+05=20 Marks

Learning Objectives :	<ol style="list-style-type: none"> 1) To help learner understand the concept of startups and startup ecosystems. 2) To help learner design and develop a comprehensive and competitive business plan
Learning Outcomes :	<ol style="list-style-type: none"> 1) At the end of this course, the learner will understand the concept of startups, startup ecosystems, forms of Business ownership and Pricing strategies. 2) At the end of this course, the learner will be able to create and develop business model.
Pedagogy:	ICT Based Pedagogy/ Lecture/ Videos followed by discussion/Group work/Case studies/individual and group Assignments etc.

Detailed Syllabus: (per session plan)
Plan

to be submitted along with Teaching

Session Outline For : Economics of Start-up (VSC)

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used (only pointers)	Module Wise Duration/ Lectures
I	Introduction to the Start-up: Concept of Startup, Generation of ideas & Experimentation, Role of digital technologies, Startup ecosystems, Introduction to business models; Creating value propositions- conventional industry logic, value innovation logic; customer	ICT Based Pedagogy/ Lecture/ Videos followed by discussion/Gr	15

	<p>focused innovation, Meaning and principles of Design thinking; Introduction to lean start-ups, Meaning and principles of Lean startup. The startup movement in India: Growth drivers, Challenges, Government Programmemes for start-ups in India.</p>	<p>oup work/Case studies/individual and group Assignments etc.</p>	
II	<p>Building a Business Plan: Forms of Business ownership. Franchising and entrepreneurship. Buying an existing business, Building a powerful marketing plan through E-commerce by an Entrepreneur. Pricing strategies, Choosing the right location and layout; Building and analysing business models; Business model canvas, Business Pitching</p>	<p>ICT Based Pedagogy/ Lecture/ Videos followed by discussion/Group work/Case studies/individual and group Assignments etc.</p>	15

REFERENCE BOOKS

1. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston. Pearson Publications.
2. Korreck, Sabrina. "The Indian startup ecosystem: Drivers, challenges and pillars of support." *ORF Occasional Paper* 210 (2019).
3. Fisher, Steve and Duane, Ja-Nae. The Startup Equation - A Visual Guidebook for Building Your Startup. Mc Graw Hill Education India Pvt. Ltd.
4. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A., Entrepreneurship, Tata McGraw Hill.
5. Shukla, M.B., Entrepreneurship and Small Business Management. Kitab Mahal Publishers.
6. Hishrich, R.D. and Peters, M. Entrepreneurship. Irwin Publications.

Additional Readings

1. Barringer, B.R. and Ireland, R. Duane. Entrepreneurship: Successfully launching new ventures. (6th Edition) Pearson
2. Kuratko, D.F., and Rao, T.V., Entrepreneurship: A South-Asian Perspective. Cengage Publications.
3. Shankar, R., Entrepreneurship: Theory and Practice. Tata McGraw Hill. Kathleen, R Allen. Launching New Ventures: An Entrepreneurial Approach. Cengage Learning.

QUESTION PAPER PATTERN (2 credits course)

EXTERNAL EXAM PAPER PATTERN (30 MARKS) to be implemented under NEP 2020 from Academic Year 2024 -25

- Q.1. Any 2 questions out of 3 on Module 1 (15 marks)
Q.2. Any 2 questions out of 3 on Module 2 (15 marks)

**Rubrics for Evaluation of Internal Continuous Assessment (20 marks)
to be implemented under NEP 2020 from Academic Year 2024 -25**

Sr No.	Examination Method	Marks	Marking Scheme	Criteria
1	Class Test	10	As per the student's score	MCQ, Short Answers, Diagrams
2	Assignment/ Project	05	Subject knowledge – 05 marks, Content – 03 marks, Presentation-02 marks	Topic will be given by faculty
3	Presentation	05	Subject knowledge- 03 marks, Presentation skills - 02 marks	Poster Presentation, PPT