



# SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

An Empowered Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

## UG Curriculum

| PROGRAM | BA | BA(Hon) | B.Com | B.Com(Hon) | M.Com | MA - Eng | MA- Eco | MA- Psy |
|---------|----|---------|-------|------------|-------|----------|---------|---------|
| Tick ✓  |    |         |       |            |       |          |         |         |

| SEMESTER | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|----------|---|---|---|---|---|---|---|---|
| Tick ✓   |   |   |   |   |   |   |   |   |

| SPECIALIZATIONS |         |         |        |     |           |         |     |                |     |
|-----------------|---------|---------|--------|-----|-----------|---------|-----|----------------|-----|
| BA              | Eco     | Eng     | Psy    | Gen |           |         |     |                |     |
| Tick ✓          |         |         |        |     |           |         |     |                |     |
| BCOM            | Costing | Banking | Entrep | MKT | Fin & Acc | Mgt Acc | HRM | Bus Analytic s | Gen |
| Tick ✓          |         |         |        |     |           |         |     |                |     |

|                                       |                                   |
|---------------------------------------|-----------------------------------|
| <b>Name of the Department</b>         | Symbiosis Centre for Liberal Arts |
| <b>Name of Head of Department</b>     | Prof.Dr.Hilda David               |
| <b>Title of the Course</b>            | Starting Up the Start ups         |
| <b>Course Code</b>                    | HS42                              |
| <b>Type of Course (New / Revised)</b> | New                               |
| <b>Number of Credits</b>              | 3                                 |

|   |
|---|
| <b>Course Outcomes</b>  |
| CO 1: Examining the concept of Start-up.                                  |
| CO 2: Explaining Start-ups as a way of life.                              |
| CO 3: Teach an individual the most in an dynamic environment.             |
| CO 4: Analyse the start-up process.                                       |
| CO 5: Choose theory and group work assimilate the ideas being discussed.. |

| DETAILS OF SYLLABUS |         |                    |
|---------------------|---------|--------------------|
| UNIT NUMBER         | DETAILS | NUMBER OF LECTURES |
|                     |         |                    |



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|   |  |   |
|---|--|---|
| 1 | 1. Introduction to Startups<br>What is a Startup?<br>Startup vs small business<br>Making the jump  | 4 |
| 2 | 2. Choosing a sector – Agriculture<br>Resources needed and potential<br>Niche segments in agriculture  | 4 |
| 3 | 3. Choosing a sector – Trade<br>Types of trading<br>Leveraging technology<br>Sourcing & market   | 4 |
| 4 | 4. Choosing a sector – Manufacturing<br>Product & USP<br>Cashflow management<br>Resources management   | 3 |
| 5 | 5. Choosing a sector – Services<br>Product vs service<br>Spotting & creating demand<br>Managing customer expectations                        | 4 |
| 6 | 6. The idea<br>Process of ideation<br>Techniques<br>Importance of Mission & Vision   | 4 |
| 7 | 7. Evaluating an Idea<br>Idea to Opportunity<br>SWOT analysis & others   | 4 |
| 8 | 8. Market research<br>Defining the problem<br>Data from secondary sources<br>Data from primary sources<br>Analysing and interpreting results | 4 |
| 9 | 9. Style of management<br>Sole proprietorship  | 4 |



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|                       |   |    |
|-----------------------|---|----|
|                       | Partnership/LLP<br>Private Limited  |    |
| 10                    | 10. Business Plan<br>What is a business plan<br>Information needed<br>Writing the plan<br>Detailed Project Report | 4  |
| 11                    | 11. Marketing Plan<br>Defining objectives   | 2  |
| 12                    | 12. Choosing a sector - Agriculture<br>Resources needed and potential<br>Niche segments in agriculture            | 2  |
| 13                    | 13. Choosing a sector - Trade<br>Types of trading<br>Leveraging technology<br>Sourcing & market                   | 2  |
|                       | Total Number of Hours   | 45 |
| <b>Reference List</b> |   |    |
|                       |   |    |

Prof. Dr. Hilda David

Name and Sign of Head