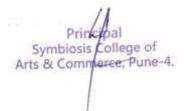
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Name of t	Mı	Mrs. Sarika Wagh												
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Course O	utcome	es												
1. To	be abl	e to scan t	ne enviro	nment an	ıd ide	entify id	leas	s for e	nter	prise	buildii	ng		
2. To	enume	erate vario	us fundin	g stages										
3. To	create	business r	nodels											
4. To	be abl	e to create	marketii	ng plan ar	nd pr	ovide fi	nan	ncial pr	ojeo	ctions	for a	busir	ness	

idea

DETAILS OF SYLLABUS							
UNIT NUMBER	DETAILS	NUMBER OF LECTURES					
1	Entrepreneurial opportunity identification and ideation 1.1 Scanning the Environment & taking view of new and emerging realties	14					
	1.2Thinking Creatively With Human-Centered Designs1.3 Inspiration Phase, brainstorming and ideation1.4 Feasibility: Can we do this?1.5 Viability: Should we do this?1.6 Desirability: Do they want this?						
2	Understanding Funding stages 2.1 Ideation-Pre seed stage- Bootstrapping/Self-financing, Friends & Family and Business Plans and idea pitching events.	12					
	2.2 Validation stage- Incubators, government schemes, angel investors, crowd funding.						
	2.3 Early Traction- Venture capital funds, NBF's and Venture Debt funds						
	2.4 Scaling- Venture capital funds, Private Equity/InvestmentFirms2.5 Exit opitons- Mergers & Acquisitions, IPO's, Selling shares and Buy Back.						
3	Entrepreneurial planning & strategy Development 3.1 Choosing the right form of corporate entity 3.2 Drafting of operational plan and strategy 3.3 Target Customer 3.4 Business model 3.5 Stakeholder mapping	16					
4	Execution 4.1Description of Management and Organization 4.2 Breakdown of Your Products and Services 4.3 Marketing and communication plan 4.4 Sales Strategy 4.5 Manufacturing and Operational Plan 4.6 Financial Projection	18					
5	Assignments						
Reference	List	<u> </u>					

- 1. Funding Guide (startupindia.gov.in)
- 2. <u>Unit-3-Enterprise-Formation-Process.pdf</u> (arsdcollege.ac.in)
- 3. Little Black Book of Innovation by Antony D.Scott.



Name and Sign of Head

Examination Pattern

Total marks: 100

Internal 50 Marks

External- 50 marks

Format of the Question Paper

Q.1 Short notes

Q.2 objectives

Q.3 short answers/case studies

Q.4 Long answers