



# SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

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

## UG/PG (Revised Curriculum under NEP w.e.f. June 2023)

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 Analytics	Gen
Tick ✓									

<b>Name of Board of Studies</b>	Commerce
<b>Name of the Department</b>	Commerce
<b>Name of Head of Department</b>	Dr.H.M.Soman
<b>Title of the Course</b>	
<b>Course Code</b>	
<b>Type of Course (New / Revised)</b>	New
<b>Nature of Course (Maj/Min/AEC/SEC/VEC/VSC)</b>	
<b>Number of Credits</b>	4
<b>Name of the Faculty</b>	Mrs. Sarika Wagh
<b>Date of Approval by BoS</b>	June 3 <sup>rd</sup> , 2023
<b>Date of Implementation</b>	June 2023

Course Outcomes
1. To be able to scan the environment and identify ideas for enterprise building
2. To enumerate various funding stages
3. To create business models
4. To be able to create marketing plan and provide financial projections for a business idea

<b>DETAILS OF SYLLABUS</b>		
<b>UNIT NUMBER</b>	<b>DETAILS</b>	<b>NUMBER OF LECTURES</b>
1	<p><b>Entrepreneurial opportunity identification and ideation</b></p> <p>1.1 Scanning the Environment &amp; taking view of new and emerging realities</p> <p>1.2 Thinking Creatively With Human-Centered Designs</p> <p>1.3 Inspiration Phase, brainstorming and ideation</p> <p>1.4 Feasibility: Can we do this?</p> <p>1.5 Viability: Should we do this?</p> <p>1.6 Desirability: Do they want this?</p>	14
2	<p><b>Understanding Funding stages</b></p> <p>2.1 Ideation-Pre seed stage- Bootstrapping/Self-financing, Friends &amp; Family and Business Plans and idea pitching events.</p> <p>2.2 Validation stage- Incubators, government schemes, angel investors, crowd funding.</p> <p>2.3 Early Traction- Venture capital funds, NBF's and Venture Debt funds</p> <p>2.4 Scaling- Venture capital funds, Private Equity/Investment Firms</p> <p>2.5 Exit options- Mergers &amp; Acquisitions, IPO's, Selling shares and Buy Back.</p>	12
3	<p><b>Entrepreneurial planning &amp; strategy Development</b></p> <p>3.1 Choosing the right form of corporate entity</p> <p>3.2 Drafting of operational plan and strategy</p> <p>3.3 Target Customer</p> <p>3.4 Business model</p> <p>3.5 Stakeholder mapping</p>	16
4	<p><b>Execution</b></p> <p>4.1 Description of Management and Organization</p> <p>4.2 Breakdown of Your Products and Services</p> <p>4.3 Marketing and communication plan</p> <p>4.4 Sales Strategy</p> <p>4.5 Manufacturing and Operational Plan</p> <p>4.6 Financial Projection</p>	18
5	Assignments	
Reference List		

1. [Funding Guide \(startupindia.gov.in\)](http://startupindia.gov.in)
2. [Unit-3-Enterprise-Formation-Process.pdf \(arsdcollege.ac.in\)](http://arsdcollege.ac.in)
3. Little Black Book of Innovation by Antony D.Scott.

Principal  
Symbiosis College of  
Arts & Commerce, Pune-4.

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