

Janardan Bhagat Shikshan Prasarak Sanstha's
CHANGU KANA THAKUR
Arts, Commerce and Science College, New Panvel (Autonomous)

Syllabus for Certificate Course Semester V
Choice Based Credit System
Under New Education Policy (NEP) 2020
(To be implemented from the academic year 2025-2026)

Course Code : UCCEBDI

Course Title : Entrepreneurship & Business Development I

Course Type: Certificate Course (CE)

No. of Credits: 4

Duration: 60 Hours

Course Outcomes (Cos)

CO No.	COs Statement
	After completing the course, students will be able to-
CO-1	I Understanding : Understand the significance of entrepreneurship and describe its role in driving economic growth.
CO-2	IV Analysis and Evaluation : Identification potential business opportunities and evaluate them critically for feasibility, profitability, and market demand.
CO-3	III Application : Apply the Business Model Canvas framework to design and develop a structured business model for a start-up idea.
CO-4	V Evaluate : Evaluate the key components of the entrepreneurial ecosystem, including the roles of incubation centres, funding sources, and support networks.

Syllabus for S.Y.B.A. Semester III
Choice Based Credit System
Under New Education Policy (NEP) 2020

Course Code: UOE1EBD

Course Title: Entrepreneurship & Business Development I

Sr. No.	Modules	No. of Lectures
1	Fundamentals of Entrepreneurship	15
2	Business Idea Generation & Market Research	15
3	Business Models & Startup Planning	15
4	Entrepreneurial Ecosystem in India	15
Total		60

Sr. No.	Modules / Units
1	Fundamentals of Entrepreneurship
	Fundamentals of Entrepreneurship: Definition, Scope & Importance of Entrepreneurship Types of Entrepreneurs & Entrepreneurial Traits Entrepreneurship & Economic Development The Entrepreneurial Process, Key Skills for Entrepreneurs, Challenges faced by Entrepreneurs Role of Women and Social Entrepreneurs Challenges & Opportunities for Startups in India
2	Business Idea Generation & Market Research
	Identifying Business Opportunities Idea Validation & Feasibility Study Market Research & Competitive Analysis, Steps to conduct market research Developing a Minimum Viable Product (MVP) Methods to Evaluate and Filter Ideas Case Studies of Successful Startups
3	Business Models & Startup Planning
	Business Model Canvas (BMC), Key Components of Business Model, E- Commerce Model Revenue Models & Pricing Strategies, Lean Startup Methodology, Drafting a Business Plan Sources of Finance, Risk Assessment & Business Sustainability
4	Entrepreneurial Ecosystem in India
	Introduction to Startup India, Make in India & MSME Policies Role of Incubators, Accelerators & Co-Working Spaces Government Policies and Support Systems Role of NGOs & Social Enterprises in Business Development Local Business Opportunities in the Panvel Region Success Stories of Entrepreneurs from Maharashtra

References

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- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). *Entrepreneurship*. McGraw-Hill Education.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. Wiley.
- Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. Crown Business.
- Scarborough, N. M. (2018). *Essentials of entrepreneurship and small business management*. Pearson.
- Government of India. (2023). *Startup India: Action plan & policies*. Ministry of Commerce & Industry. <https://www.startupindia.gov.in>
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CHANGU KANA THAKUR



Arts, Commerce and Science College, New Panvel (Autonomous)

Syllabus for S.Y.B.A. Semester IV
Choice Based Credit System
Under New Education Policy (NEP) 2020
(To be implemented from the academic year 2025-2026)

Course Code : UOE2EBD

Course Title : Entrepreneurship & Business Development II

Course Type: Open Elective (OE)

No. of Credits: 4

Course Outcomes (Cos)

CO No.	COs Statement
	After completing the Bachelor of Arts Program, students will be able to-
	After completing the Bachelor of Commerce Program, students will be able to-
CO 1	I Understanding : Understanding the necessary steps for registering a business and ensuring compliance with legal and taxation requirements.
CO 2	IV Analysis : Describe and analyze various funding options and understand their relevance and application to business needs.
CO 3	III Application : Applying digital marketing strategies and branding techniques to drive business growth.
CO 4	V Evaluate : Understand and develop strategies for scaling a business to ensure its long-term sustainability and growth

Syllabus for S.Y.B.Com. (Commerce) Semester IV
Choice Based Credit System
Under New Education Policy (NEP) 2020

Course Code: UOE2EBD

Course Title: Entrepreneurship & Business Development II

Sr. No.	Modules	No. of Lectures
01	Legal & Procedural Aspects of Starting a Business	15
02	Funding & Financial Planning for Startups	15
03	Business Growth & Digital Marketing Strategies	15
04	Practical Exposure & Business Sustainability	15
Total		60

Sr. No.	Modules / Units
1	Legal & Procedural Aspects of Starting a Business
	Types of Business Entities / Structures (Sole Proprietorship, Partnership, LLP, Pvt. Ltd.) Business Registration Process & Required Documentation License & Permits - GST, PAN, MSME, and Other Mandatory Compliances Local Business Licensing & Regulations (Panvel-Specific) Employment Law and Hiring Practices Intellectual Property Rights (IPR) – Trademarks, Patents, Copyright.
2	Funding & Financial Planning for Startups
	Sources of Startup Funding (Bootstrapping, Angel Investors, Venture Capital, Crowdfunding) Bank Loans & Financial Assistance (Mudra Loan, Stand-Up India) Budgeting & Financial Forecasting for Small Businesses Cash Flow Management Government Schemes & Startup Incentives in Maharashtra Case Studies of Successfully Funded Startups
3	Business Growth & Digital Marketing Strategies
	Branding & Positioning Strategies Basics of Digital Marketing (SEO, Social Media, Email Marketing, Paid Ads) Sales Techniques & Customer Relationship Management Networking & Business Collaboration Strategies Scaling a Business – Local, Regional, & National Expansion
4	Practical Exposure & Business Sustainability
	Practical Exposure of Business - Field Visit to a Local Startup or Incubation Center Preparing a Business Plan & Pitch Deck Presentation Identifying Sustainability & Scalability Factors in Business Digital Transformation Ethical Business Practices & Corporate Social Responsibility (CSR) Future Trends & Opportunities in Entrepreneurship

References

- Schaper, M., Volery, T., Weber, P., & Gibson, B. (2018). *Entrepreneurship and small business*. Wiley.
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- Drucker, P. F. (1985). *Innovation and entrepreneurship: Practice and principles*. Harper & Row.
- Kumar, A. (2021). *Legal aspects of business*. Cengage Learning.
- Ministry of Micro, Small and Medium Enterprises (MSME). (2023). *MSME schemes and startup incentives in India*. <https://www.msme.gov.in>
- Indian Patent Office. (2023). *Intellectual property rights in India: Guidelines for startups*. <https://www.ipindia.nic.in>
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