



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: Under Graduate

Course / Subject Code : BB04001051

Course / Subject Name : Entrepreneurship and Startup Ecosystem

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Value Added Courses

Prerequisite:	-
Rationale:	This course aims to nurture an entrepreneurial mindset among BBA students by introducing them to the fundamentals of entrepreneurship and the dynamics of the startup ecosystem. It equips them with the knowledge and skills to identify business opportunities, assess their feasibility, and develop innovative business plans. By understanding the building blocks of startups and exploring government initiatives and institutional support, students will be prepared to create and manage sustainable ventures. The course fosters creativity, risk-taking, and problem-solving abilities essential for future business leaders.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Understand the fundamentals of entrepreneurship by exploring its concepts, characteristics, myths, and challenges, including the role of family businesses in India.
02	Identify and evaluate business opportunities by conducting feasibility analysis and competition assessment to develop a business plan.
03	Analyze the key building blocks of starting a venture, including marketing, funding, legal compliance, and operational management, to establish a sustainable business.
04	Explore the startup ecosystem by understanding the lifecycle of startups, funding sources, incubation centres, and government initiatives and institutional support.

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	0	2	50	30	20	0	100



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Unit 1: Introduction to Entrepreneurship & Family Business <ul style="list-style-type: none">• Definition and Concept of Entrepreneurship• Entrepreneur Characteristics• Classification of Entrepreneurs• Role of Entrepreneurship in Economic Development –Start-ups• Knowing the characteristics of Family business with discussion on few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.	6	25%
2.	Unit 2: Evaluating Business opportunity <ul style="list-style-type: none">• Need for product/business innovation, Sources of business ideas and opportunity recognition• Guesstimating the market potential of a business idea• Feasibility analysis of the idea• Industry, competition and environment analysis	6	25%
3.	Unit 3: Building Blocks of starting ventures <ul style="list-style-type: none">• Low cost Marketing using digital technologies• Team building from scratch• Venture Funding• Establishing the value-chain and managing operations• Legal aspects like IPR and compliances	6	25%
4.	Unit 4: Start-up Ecosystem <ul style="list-style-type: none">• Know the components of the start-up ecosystem including Incubators,• Accelerators, Venture Capital Funds, Angel Investors etc.• Know various govt. schemes like Start-up India, Digital India, MSME etc.• Sources of Venture Funding available in India• Source of Technology, Intellectual Property management	6	25%
5.	Practical: <ul style="list-style-type: none">• Assignment/Presentation on any of the following:• Interview/Survey of entrepreneurs/Local family business person to understand the challenges and success factors(Theme: Vocal for Local)• Preparing a business plan or a feasibility report for a business idea• Analysis the entrepreneurial stories based on various case studies	6	CEC



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	<ul style="list-style-type: none">• Analysis of the startups who have raised VC or angel funding• Visiting the incubation centres and preparing reports• Create a digital marketing plan for a startup• Work in teams Pitching a startup idea to a panel		
	Total	30	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
10%	20%	50%	10%	10%	---

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

Sr. No.	Title of the Book	Author	Publication
1	Entrepreneurship Development and Small Business Enterprises	Poornima M. Charantimath	Pearson Education India, Third Edition
2	Entrepreneurship	Rajeev Roy	Oxford University Press India, Third Edition
3	Entrepreneurship	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd	McGraw-Hill Education, 12 th Edition
4	Entrepreneurship: Creating and Leading an Entrepreneurial Organization	Arya Kumar	Pearson Education
5	Entrepreneurship: Successfully Launching New Ventures	Bruce R. Barringer & R. Duane Ireland	Pearson, 7th Edition

(b) List of Journals/Periodicals/Magazines/Newspapers/Web resources, etc.

Journals

1. Journal of Entrepreneurship
2. South Asian Journal of Business and Management Cases
3. IUP Journal of Entrepreneurship Development

Periodicals

1. Business India, Forbes India, Economic Times (Startup Section), Mint

Web Resources

1. www.startupindia.gov.in



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2. www.investindia.gov.in
3. www.yourstory.com
4. www.inc42.com
5. www.hbr.org
6. aim.gov.in

CO- PO Mapping:

Semester 4	Subject Name: Entrepreneurship and Startup Ecosystem				
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	--	1
CO2	2	3	--	1	2
CO3	2	3	1	--	2
CO4	3	1	--	--	1

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO
