

THE MAHATMA GANDHI UNIVERSITY
UNDERGRADUATE PROGRAMMES
(HONOURS) SYLLABUS
MGU-UGP (Honours)
(2024 Admission Onwards)



Faculty: Commerce
Expert Committee: Commerce
Subject: Business Studies

Mahatma Gandhi University
Priyadarshini Hills
Kottayam – 686560, Kerala, India

Syllabus Index

Name of the Minor: **Business Studies**

Semester: 1

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution/ week			
					L	T	P	O
MG1DSCBST100	Marketing Management	DSC B	4	5	3	0	2	0

L — Lecture, T — Tutorial, P — Practical/Practicum, O — Others

Semester: 2

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG2DSCBST100	Business and Sustainable Development	DSC B	4	5	3	0	2	0

Semester: 3

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG3DSCBST200	Entrepreneurship and Startups	DSC B	4	5	3	0	2	0

Semester: 4

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
MG4DSCBST200	Entrepreneurship and Startups	DSC C	4	5	3	0	2	0

MGU-UGP (HONOURS)**Syllabus**



Mahatma Gandhi University Kottayam

Programme						
Course Name	MARKETING MANAGEMENT					
Type of Course	DSC B					
Course Code	MG1DSCBST100					
Course Level	100					
Course Summary	The course is intended to provide the learner with an understanding on the practices and principles of marketing, the importance of marketing in an organisation and the changing scenario. The course helps to understand the whys and the how's of marketing.					
Semester	1	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	0	1	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains*	PO No
1	Understand the concepts and background of Marketing, its Opportunities and Challenges	Understand	1, 4
2	Gain knowledge on the environment surrounding marketing, the value chain and the changing perceptions	Understand	1,4, 6
3	Apply the understanding on three elements namely segmentation, targeting and positioning	Understand	1,4,9
4	To understand the stages of product development and analyse the strategies involved	Analyse	4, 10
5	Develop marketing strategies in connection with products, pricing, promotion, and distribution	Apply	1, 2, 4,6,10
6	Generate awareness on the trends in marketing and develop strategies accordingly	Apply	1,2

***Remember(K), Understand(U),Apply(A),Analyse(An),Evaluate(E),Create(C),Skill(S), Interest (I) and Appreciation (Ap)**

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1-Marketing Management- Introduction and Developments	1.1	Concept of marketing, Marketing and selling, marketing management, importance, functions of marketing	3	1
	1.2	Micro and macro environment of marketing- impact on business decisions-	2	2
	1.3	Marketing 1.0, 2.0, 3.0 and 4.0. Impact of changing technology in marketing, Marketing 5.0	3	2,6
	1.4	Concepts of de marketing, remarketing, guerilla marketing, ambush marketing, cause related marketing	2	2,6
	1.5	Value Chain – Primary elements of a value chain	2	1,2
	1.6	Marketing Mix – Factors affecting mix-	1	1,2
	1.7	Field Study and Case Study related to Marketing concept, changing Orientations in marketing, Success stories of marketing strategies and process, Corporate Marketing Strategies of leading companies, Marketing in changing society etc.	6	1,2,5,6
2-STP of Marketing and Product mix	2.1	Segmentation –Need-Bases	2	3
	2.2	Targeting -targeting strategies	2	3
	2.3	Differentiation - Product positioning	2	3
	2.4	Buying motives – Consumer buying decisions	2	3
	2.5	Product – Service – Product Line and Product Mix decisions	2	4
	2.6	New Product development – Product life Cycle – Failures of products	2	4
	2.7	Field Study, Case Studies and Situations dealing with segmentation, targeting, and positioning in marketing scenario, product Life Cycle etc. Role Play on various scenarios. Case Studies on product development and Failures. Analysis of product lines and mix of various companies	8P	3,4,5,6

3. Strategies for products, pricing distribution and promotion	3.1	Branding – Importance – Types and Branding strategies – Brand Loyalty and Brand Equity	2	4,5
	3.2	Packaging, Labelling and Product Warranties-Importance	2	4,5
	3.3	Pricing- Factors influencing pricing-Pricing Strategies and Pricing Policies	2	5
	3.4	Physical Distribution- Channel levels and channel functions – channel design decisions-	2	5
	3.5	Concept of direct marketing- Methods-	2	
	3.6	Concept of logistics and supply chain management–importance	2	5
	3.7	Retailing-Changing face of retailing in India	1	5,6
	3.8	Field Study, Case Study and Strategy development related to: Branding, Pricing, Packaging and Labelling, Direct marketing- Decisions on logistics- Analysis of changes of retailing in India	8P	4,5,6
4. Promotion Mix	4.1	Concept of promotion mix- Personal selling – Relevance and methods – Process of personal selling	2	5
	4.2	Advertising- Advertising Vs Publicity – Role of advertising- Limitations of advertising – Ethics in Advertising- ASCI	3	5
	4.3	Sales Promotion- Objectives- Sales Promotion Tools for Dealer Promotions, Consumer Level and Sales Force Level Promotions	2	5
	4.4	Role Play and Case Studies related to advertisements- Video Presentations of different types of advertisements and effects- Role Plays on Personal Selling etc. – Ad Copy Creation etc.	8P	4,5,6
5	5	Teacher Specific Module		

<p>Teaching and Learning Approach</p>	<p>Classroom Procedure (Mode of transaction) Lecture Discussion Session: Collaborative/ Small Group Learning: Flipped Classroom- Video Presentation Content writing Case study discussions Role Play Industrial Visits and Field Study</p>																				
<p>Assessment Types</p>	<p>MODE OF ASSESSMENT</p> <p>A. Continuous Comprehensive Assessment (CCA) - 30 marks (a) MCQ test / Viva Voce (b) Case Studies (c) Role Plays OR Video Presentations (d) Discussions and Quiz (e) Presentations on Trends in the marketing field OR Creating ads or ad copies etc.</p>																				
	<p>B. End Semester examination – 70 marks</p> <table border="1" data-bbox="686 1048 1347 1178"> <thead> <tr> <th>Mode</th> <th>Time in Hours Maximum</th> </tr> </thead> <tbody> <tr> <td>MCQ Based</td> <td>1</td> </tr> </tbody> </table> <table border="1" data-bbox="549 1214 1485 1662"> <thead> <tr> <th>Question Type</th> <th>Number of questions to answered</th> <th>Answer word/ page limit</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Section A-Multiple Choice Questions</td> <td>20 out of 22</td> <td>MCQ</td> <td>20 x 1= 20</td> </tr> <tr> <td>Section B- Multiple Choice Questions</td> <td>25 out of 27</td> <td>MCQ</td> <td>25 x 2 = 50</td> </tr> <tr> <td colspan="3">Total</td> <td>70 marks</td> </tr> </tbody> </table>	Mode	Time in Hours Maximum	MCQ Based	1	Question Type	Number of questions to answered	Answer word/ page limit	Marks	Section A-Multiple Choice Questions	20 out of 22	MCQ	20 x 1= 20	Section B- Multiple Choice Questions	25 out of 27	MCQ	25 x 2 = 50	Total			70 marks
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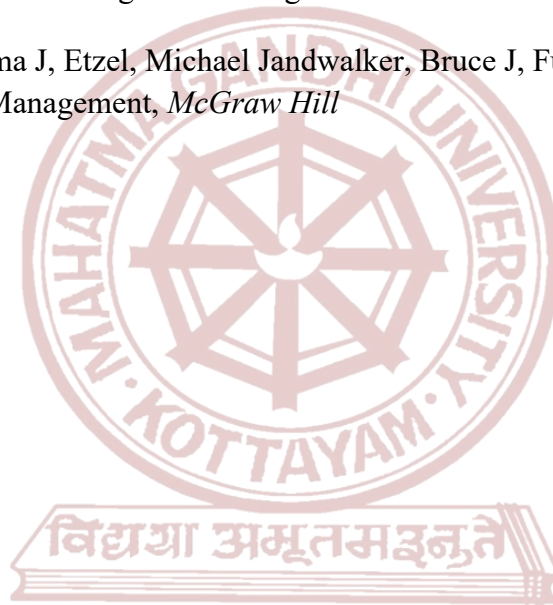
References

1. Sherlekar S A and Krishnamoorthy R, Marketing Management; Concepts and Cases, *Himalaya Publishing House*
2. Pillai R S N and Bagavathi, Marketing Management, *S Chand and Company*

3. Saxena, Rajan, Marketing Management, *McGraw Hill*
4. Ramaswamy V S, Marketing Management, *Mac Millan India*
5. Nair, Rajanand Gupta C B, Marketing Management: Text and Cases, *Sultan Chand & Sons*
6. Sontakki C N, Marketing Management: *Kalyani Publishers*

Suggested Readings

1. Kotler, Philip and Keller, Kevin Lane, Marketing Management, *Pearson*
2. Kotler, Philip, Marketing 4.0: Moving from Traditional to Digital, *Wiley*
3. Stanton, Willima J, Etzel, Michael Jandwalker, Bruce J, Fundamentals of Marketing Management, *McGraw Hill*



MGU-UGP (HONOURS)

Syllabus



Mahatma Gandhi University Kottayam

Programme						
Course Name	BUSINESS AND SUSTAINABLE DEVELOPMENT					
Type of Course	DSC B					
Course Code	MG2DSCBST100					
Course Level	100					
Course Summary	This course provides an understanding on the need for sustainable practices in business and various strategies adopted by business organisations to ensure sustainability. The course also provides an understanding on the Sustainable Development Goals					
Semester	2	Credits			4	Total Hours
Course Details	Learning Approach	Lecture 3	Tutorial 0	Practical 1	Others 0	
Pre-requisites, if any	Basic understanding on the concept of business and its responsibilities					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome At the end of the course the students shall be able to:	Learning Domains*	PO No
1	Understand the concept of sustainability and various sustainable business practices	Understand	1,2,3,7
2	Develop an understanding and application of the Sustainable Development Goals and application in decisions making	Understand	1,2,3,6,7,8,10
3	Evaluate and appreciate the strategies and instruments relating to sustainable Finance, Investment and Accounting	Appreciate	1,2,3,6,7,8,10
4	Identify and apply various sustainable practices	Apply	1,2,3,6,7,8,10

***Remember(K), Understand(U),Apply(A),Analyse(An),Evaluate(E),Create(C),Skill (S), Interest (I) and Appreciation (Ap)**

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Business and Sustainability	1.1	Environment of business - Social, Economic, Political, Cultural and Legal-	3	1
	1.2	Sustainable Development- Meaning, Importance and History- Components- Feasibility of Sustainable development-	3	1
	1.3	Sustainability and international conventions and agreements- Sustainable development framework in India	3	1
	1.4	Concept of Bottom of the Pyramid - Triple Bottom line and three pillars	3	4
	1.5	Ecopreneurship, social entrepreneurship Sustainopreneurship (Entrepreneurship with sustainable ideas),	3	4
	1.6	Group activities and discussions based on sustainable business ideas and practices	5P	4
2. Sustainable Development Goals and Business Role	2.1	Sustainable Development Goals- From MDGs to SDGs – Role of UNDP	2	2
	2.2	SDGs 1 to 17 – a brief overview- SDGs in India- Key performance indicators-	5	2
	2.3	Role of business in sustainability- Challenges in creation of green economy-	3	2, 4
	2.4	Sustainability in decision making in connection with marketing – Green marketing	3	2,5
	2.5	Concept of Biomimetics or Biomimicry and its role in sustainability	2	3,4
	2.6	Presentation/ exhibitions/ seminars etc. based on the idea of sustainability and environmentally friendly activities (in association with fora like IIC, IEDC, Clubs and associations etc.)	8 P	2,3,4
	2.7	Project ideas with sustainability	5P	4
3. Emerging Trends in sustainable finance and investments	3.1	Sustainable Finance and Investment- Fundamentals and Pillars of Sustainable finance-Instruments	3	3
	3.2	Responsible investments – Green bonds – Operational mechanism and merits - Masala	2	3,

		Green bonds		
	3.3	Carbon Credits- Importance- Socially Responsible Mutual Funds	2	3
	3.4	Discussions on research articles/ books etc. focusing on green initiatives/ sustainability etc.	4P	3,4
	3.5	Discussions and suggestions of implementation of SDG in the institution	5P	4
4. Accounting and Sustainability , Application of Sustainability in Business	4.1	Green Accounting and Social Accounting	3	3, 5
	4.2	Corporate Financial Reporting- Sustainability Reporting and Triple Bottom Line Reporting	3	3
	4.3	Sustainability Accounting Standards Board- Guiding Principles- Scope	2	3
	4.4	Discussions on research articles/ books etc. On Developments in accounting related to environment and sustainability	3P	4
5	5	Teacher Specific Module		

Teaching and Learning Approach	Classroom procedure (Mode of Transaction)
	<ul style="list-style-type: none"> • Activity Learning • Reflective Learning • Experimental Learning • Flip Classroom • Industrial Visits • Discussions and Presentations • Seminars and exhibitions • Video Presentations

Assessment Types	<p>MODE OF ASSESSMENT</p> <p>A. Continuous Comprehensive Assessment (CCA) – 30 marks</p> <p>(a) MCQ test</p> <p>(b) Case Study/ Presentation based on Sustainability goals identified from UNDP site and presenting the initiatives of any selected undertaking or organisation OR Report on the Smart City Development schemes in India OR Case Study or presentation on green initiatives by a set of selected company OR areas relating to sustainability OR Programmes carried out in India and Kerala with focus on sustainability OR discuss and prepare a report on the activities that can be performed by the students of the subject association to promote and implement sustainability based on the sustainability goals OR Report presentation on the developments like Green Bonds, Masala bonds etc. OR Comparative report and presentation on the triple bottom reporting or sustainability reporting etc. OR Report and presentation on environmental protection legislations in India OR conducting exhibitions OR Video making and presentations etc. (The best 2 activities shall be considered)</p>					
	<p>B. End Semester examination – 70 marks</p> <table border="1" data-bbox="507 1093 1310 1267" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Mode</th> <th style="text-align: center;">Time in Hours Maximum</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Project & Presentation – 50 marks</td> <td style="text-align: center;">As fixed</td> </tr> <tr> <td style="text-align: center;">Viva – 20 marks</td> <td></td> </tr> </tbody> </table> <ul style="list-style-type: none"> The students shall prepare a short project report of 15 to 25 pages, and the work can be carried out individually or as a group activity. The report can be a printed one or a video-based presentation and shall be based on the concept of sustainability / sustainable ideas/ sustainable business development. There shall be a presentation of the report. The evaluation of the report for 30 marks and presentation for 20 marks shall be carried out by Internal examiner(s) as decided by the Department Council and the HoD. The evaluation shall consider the idea presented, or the practices reported, the content, references, etc. Besides, there shall be viva voce examination based on the modules for 20 marks 	Mode	Time in Hours Maximum	Project & Presentation – 50 marks	As fixed	Viva – 20 marks
Mode	Time in Hours Maximum					
Project & Presentation – 50 marks	As fixed					
Viva – 20 marks						

References

- Amarchand, Government and Business, *Tata McGraw Hill*
- Jha R and Bhanumurthy, K.V.— Environmental Sustainability – Consumption Approach-*Routledge, London.*
- Trivedi, V. and Shrivastava, V.K., Environment and Social Concern, *Concept*

Publishing

Suggested Readings

1. Reid, D.(1995). *Sustainable Development: An Introductory Guide*. London: Earthscan
2. Edwards, A.R., & Orr, D.W.(2005). *The Sustainability Revolution: Portrait of a Paradigm Shift*. British Columbia: New Society Publishers.
3. Prahlad C K, *Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits*, *Prentice Hall*
4. Naik, I.S.—*Environmental Movements, State and Civil Society Rawat Publications*.
5. <http://www.sacep.org/pdf/Reports-Technical/2002-UNEP-SACEP-Law-Handbook-India.pdf>
6. <https://www.undp.org>
7. <https://smartcities.gov.in/>
8. <https://moef.gov.in/wp-content/uploads/wssd/doc2/ch2.html>



MGU-UGP (HONOURS)

Syllabus



Mahatma Gandhi University Kottayam

Programme						
Course Name	ENTREPRENEURSHIP AND STARTUPS					
Type of Course	DSC B					
Course Code	MG3DSCBST200					
Course Level	200					
Course Summary	The course is intended to provide learners with an expansive idea on the importance, scope, skills sets and role of entrepreneurs. The course is designed to instill motivation among the learners to pitch their ideas and turn the same to successful ventures. Insightful knowledge and understanding on the stages like idea generation, business plan development, support systems etc. are provided through participative and experiential learning.					
Semester	3	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	-	1	0	75
Pre-requisites, if any	Basic idea of business, its objectives and types of business organisation.					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome At the end of the course the students shall be able to:	Learning Domains*	PO No
1	Demonstrate a deep understanding of entrepreneurial concepts, journey and generation of ideas	Understand	1
2	Develop an understanding on successful business models	Understand,	1,6,7
3	Effectively manage financial aspects of a new venture and Formulate and execute plans tailored to startup needs.	Evaluate, Create	1,6
4	Understand and Analyze the support systems and schemes for entrepreneurship	Analyse	1,2
5	Develop ideas, model plans, participate in entrepreneurial related activities	Skill	2,9

***Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill (S), Interest (I) and Appreciation (Ap)**

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
5. Entrepreneurship – Introduction, Ideation and Business Models	1.1	Meaning and characteristics of entrepreneurship - Business as a money/ income generating affair - functions of an entrepreneurs	1	1
	1.2	Entrepreneurial classifications	1	1
	1.3	Importance of entrepreneurship in diverse fields- Economic Growth, Innovation and Creativity, Job Creation, Adaptability and Resilience, Diversity and Inclusion, Technology Advancement, Community Development, Global Competitiveness, Social Impact, Continuous Learning, and Improvement	1	1
	1.4	Entrepreneurial Journey – From inspiration to launch	1	1
	1.5	Developing an entrepreneurial mindset - Embrace Risk and Uncertainty, cultivate a Growth Mindset, develop a Bias for Action, Value Creativity and Innovation, Build Resilience, Adopt an Opportunity - Oriented Mindset, Emphasize Customer – Centric Thinking, Foster a Network of Relationships, Value Continuous Learning, Practice Adaptability	2	1,2
	1.5	Introduction to various Business models: B2B, B2C, C2C, C2B, B2B2C, B2C.	1	1,2
	1.6	Retail model manufacturing model, manufacturing model, fee for Service model, subscription model, bundling model, product as a Service model, leasing model, franchise model.	1	1,2
	1.7	Startups and Models for Startups – Marketplace models, on demand models, disintermediation model, subscription model, freemium model, virtual good model and reseller models	2	1,2
	1.8	Case Studies - Success Stories of Entrepreneurs and failure stories of entrepreneurs Case Studies, Field Trips, Interviews- Start-up enterprises, local enterprises, inspiring stories of young and student entrepreneur	10P	1,2,5
2. Nurturing Ideas and Crafting Business Plans	2.1	Creativity, Innovation and Invention – Differences - Stages of creativity – Types of innovation - Disruptions and Strategies of disruptions	3	1,2

	2.2	Ideation phase-Techniques for generating business ideas - Problem-Solving Approach, Market Research, Observation and Empathy, SWOT Analysis, Brainstorming Sessions, Mind Mapping, SCAMPER Technique, Role Reversal, Trend Analysis, Customer Feedback and Surveys, Networking and Discussions, Franchiseand Licensing Opportunities, Environmental Scanning, Hobbies and Interests, Cross-Industry Inspiration	3	1,2
	2.3	Methods for validating business ideas-	2	1,2
	2.4	Identifying market opportunities, Creating a marketing strategy - Identify the criteria that must be considered when studying a market	1	1,2,3
	2.5	Idea generation and Idea Presentation activities	6P	1,2,3,5
3. Business Plan Development, Monetisation and Funding Options	3.1	Introduction to Business Plan Development - Importance of a Business Plan, Components of a Business Plan Executive Summary to Projections	3	3
	3.2	Introduction to Pitching and Presentation Importance of Effective Pitching, Elements of a Successful Pitch, Knowing Your Audience Elevator Pitching, Analyzing successful pitches Crafting and practicing an elevator pitch Identifying key elements of effective communication	3	3
	3.3	Monetisation and Bootstrapping – Advantages and Stages of bootstrapping	3	3
	3.4	Incubators and Start-Ups- Stage-wise sources of finance for start ups-Methods of financing start ups-Self funding, Crowd Funding, Angel Funding, Funding from incubators and accelerators, venture capital, Loan and other sources- Govt support for startups - Cluster Development	4	3,4
	3.5	Preparation and Presentation of Business Plans	8P	3,5
4. Entrepreneurial Support in India	4.1	Entrepreneurial Education and training - Entrepreneurship Development Programmes - Objectives and Methodology	3	4
	4.2	Schemes to promote startups – StartUp India - Kerala Start up mission	2	4
	4.3	Schemes - initiatives and assistance- Green Channel clearances - Bridge Capital – Seed Capital Assistance	2	4
	4.4	Special Institutions for Entrepreneurial Development and assistance in India, Functions of EDII and DIC	1	4
	4.6	How to register various forms of business ie; sole proprietorship with local Panchayat – partnership and LLP under the Partnership Act and LLP Act respectively- Private company and Public limited company and sec 8	4 T+ 6P	4,5

		Companies under Companies Act. Registration of Incubation Centres		
	4.7	Government efforts to foster and motivate entrepreneurship in Colleges – Institution Innovation Council, IEDC, ED Clubs, YIP etc. – Understanding and Participation	1	5
5	5	Teacher Specific Module		

Teaching and Learning Approach	<p>Classroom Procedure (Mode of transaction)</p> <ul style="list-style-type: none"> • Activity learning • Reflective learning • Collaborative learning • Experiential learning • Problem - based learning • Interdisciplinary learning • Games and Simulations • Reflective Practice • Flip-Classroom • Role play • Interaction with entrepreneurs • Industrial Visit • Idea Presentation 															
Assessment Types	<p>MODE OF ASSESSMENT</p> <p>A. Continuous Comprehensive Assessment (CCA) – 30 marks</p> <p>(a) MCQ based test</p> <p>(b) Idea presentation in classrooms or fests</p> <p>(c) Prototype/ Design/ Art/ Instruments/ Apps OR Preparing and presenting Business Plans OR Paper presentations in seminars or workshops related to Entrepreneurship.</p> <p>(d) Identify scalable business from nearby locality by way of field trips, interviews etc. and presentation of report OR Case Study of successful entrepreneurs OR Report of presentation and participation in the activities of IIC, IEDC, ED Club etc.</p>															
	<p>B. End Semester examination – 70 marks</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Mode</th> <th style="text-align: center;">Time in Hours Maximum</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Written Examination</td> <td style="text-align: center;">2</td> </tr> </tbody> </table> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Question Type</th> <th style="text-align: center;">Number of questions to</th> <th style="text-align: center;">Answer word/ page limit</th> <th style="text-align: center;">Marks</th> </tr> </thead> <tbody> <tr> <td style="height: 20px;"></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Mode	Time in Hours Maximum	Written Examination	2	Question Type	Number of questions to	Answer word/ page limit	Marks				
Mode	Time in Hours Maximum															
Written Examination	2															
Question Type	Number of questions to	Answer word/ page limit	Marks													

		answered		
	Section A - Very Short Answer	10 out of 12	Word, Phrase, or a Sentence	10 x 1= 10 marks
	Section B - Case Study/ Situation Analysis	1 out of 3	Question Based	1 x 30 = 30 marks
	Section C- Project Report or Business Idea Presentation	1 out of 3	Question Based	1x 30= 30 marks
	Total			70 marks

References

1. Desai, Vasanth, Small Business Entrepreneurship, Himalaya Publications
2. Gupta C B, Sreenivasan N. P, Entrepreneurial Development, Sultan Chand Publications
3. Khanka S S, Entrepreneurial Development, S Chand Publishing
4. Sood S K and Aroa, Renu, Fundamentals of Entrepreneurship and Small Business, Kalyani Publishers
5. Roy, Rajeev, Entrepreneurship, Oxford University press

Suggested Readings

1. Zero to One: Notes on Startups, or How the Build the Future by Peter Thiel
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3. India as Global Start-up Hub: Mission with Passion by C B Rao
4. Elon Musk: Tesla, Space X, and the Quest for a Fantastic Future by Ashlee Vance
5. Steve Jobs by Walter Isaacson
6. Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker

7. The Innovator's Solution: Creating and Sustaining Successful Growth by Clayton M Chrisensen.
8. Trajectory: Startup: Ideation to Product/ Market Fit by Dave Parker.
9. The Minimalist Entrepreneur: How Great Founders Do More with Less by Sahil Lavingia.
10. <https://www.startupindia.gov.in/>
11. <https://startupmission.kerala.gov.in/>
12. <https://www.msde.gov.in/>
13. The Journal of Entrepreneurship, Sage Journals
14. Journal of Innovation and Entrepreneurship, Springer



MGU-UGP (HONOURS)

Syllabus



Mahatma Gandhi University Kottayam

Programme						
Course Name	ENTREPRENEURSHIP AND STARTUPS					
Type of Course	DSC C					
Course Code	MG4DSCBST200					
Course Level	200					
Course Summary	The course is intended to provide learners with an expansive idea on the importance, scope, skills sets and role of entrepreneurs. The course is designed to instill motivation among the learners to pitch their ideas and turn the same into successful ventures. Insightful knowledge and understanding on the stages like idea generation, business plan development, support systems etc. are provided through participative and experiential learning.					
Semester	4	Credits			4	Total Hours
Course Details	Learning Approach	Lecture 3	Tutorial 0	Practical 1	Others 0	
Pre-requisites, if any	Basic idea of business, its objectives and types of business organisation.					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome At the end of the course the students shall be able to:	Learning Domains*	PO No
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5	Develop ideas, model plans, participate in entrepreneurial related activities	Skill	2,9

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COURSECONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
6. Entrepreneurship – Introduction, Ideation and Business Models	1.1	Meaning and characteristics of entrepreneurship - Business as a money/ income generating affair - functions of an entrepreneur	1	1
	1.2	Entrepreneurial classifications	1	1
	1.3	Importance of entrepreneurship in diverse fields- Economic Growth, Innovation and Creativity, Job Creation, Adaptability and Resilience, Diversity and Inclusion, Technology Advancement, Community Development, Global Competitiveness, Social Impact, Continuous Learning, and Improvement	1	1
	1.4	Entrepreneurial Journey – From inspiration to launch	1	1
	1.5	Developing an entrepreneurial mindset - Embrace Risk and Uncertainty, cultivate a Growth Mindset, develop a Bias for Action, Value Creativity and Innovation, Build Resilience, Adopt an Opportunity - Oriented Mindset, Emphasize Customer – Centric Thinking, Foster a Network of Relationships, Value Continuous Learning, Practice Adaptability	2	1,2
	1.5	Introduction to various Business models: B2B, B2C, C2C, C2B, B2B2C, B2C.	1	1,2
	1.6	Retail model manufacturing model, manufacturing model, fee for Service model, subscription model, bundling model, product as a Service model, leasing model, franchise model.	1	1,2
	1.7	Startups and Models for Startups – Marketplace models, on demand models, disintermediation model, subscription model, freemium model, virtual good model and reseller models	2	1,2
	1.8	Case Studies - Success Stories of Entrepreneurs and failure stories of entrepreneurs Case Studies, Field Trips, Interviews- Start-up enterprises, local enterprises, inspiring stories of young and student entrepreneur	10P	1,2,5
2. Nurturing Ideas and Crafting Business Plans	2.1	Creativity, Innovation and Invention – Differences - Stages of creativity – Types of innovation - Disruptions and Strategies of disruptions	3	1,2

	2.2	Ideation phase-Techniques for generating business ideas - Problem-Solving Approach, Market Research, Observation and Empathy, SWOT Analysis, Brainstorming Sessions, Mind Mapping, SCAMPER Technique, Role Reversal, Trend Analysis, Customer Feedback and Surveys, Networking and Discussions, Franchiseand Licensing Opportunities, Environmental Scanning, Hobbies and Interests, Cross-Industry Inspiration	3	1,2
	2.3	Methods for validating business ideas-	2	1,2
	2.4	Identifying market opportunities, Creating a marketing strategy - Identify the criteria that must be considered when studying a market	1	1,2,3
	2.5	Idea generation and Idea Presentation activities	6P	1,2,3,5
3. Business Plan Development, Monetisation and Funding Options	3.1	Introduction to Business Plan Development - Importance of a Business Plan, Components of a Business Plan Executive Summary to Projections	3	3
	3.2	Introduction to Pitching and Presentation Importance of Effective Pitching, Elements of a Successful Pitch, Knowing Your Audience Elevator Pitching, Analyzing successful pitches Crafting and practicing an elevator pitch Identifying key elements of effective communication	3	3
	3.3	Monetisation and Bootstrapping – Advantages and Stages of bootstrapping	3	3
	3.4	Incubators and Start-Ups- Stage-wise sources of finance for start ups-Methods of financing start ups-Self funding, Crowd Funding, Angel Funding, Funding from incubators and accelerators, venture capital, Loan and other sources- Govt support for startups - Cluster Development	4	3,4
	3.5	Preparation and Presentation of Business Plans	8P	3,5
4. Entrepreneurial Support in India	4.1	Entrepreneurial Education and training - Entrepreneurship Development Programmes - Objectives and Methodology	3	4
	4.2	Schemes to promote startups – StartUp India - Kerala Start up mission	2	4
	4.3	Schemes - initiatives and assistance- Green Channel clearances - Bridge Capital – Seed Capital Assistance	2	4
	4.4	Special Institutions for Entrepreneurial Development and assistance in India, Functions of EDII and DIC	1	4
	4.6	How to register various forms of business ie; sole proprietorship with local Panchayat – partnership and LLP under the Partnership Act and LLP Act respectively- Private company and Public limited company and sec 8	4 T+ 6P	4,5

		Companies under Companies Act. Registration of Incubation Centres		
	4.7	Government efforts to foster and motivate entrepreneurship in Colleges – Institution Innovation Council, IEDC, ED Clubs, YIP etc. – Understanding and Participation	1	5
5	5	Teacher Specific Module		

Teaching and Learning Approach	<p>Classroom Procedure (Mode of transaction)</p> <ul style="list-style-type: none"> • Activity learning • Reflective learning • Collaborative learning • Experiential learning • Problem - based learning • Interdisciplinary learning • Games and Simulations • Reflective Practice • Flip-Classroom • Role play • Interaction with entrepreneurs • Industrial Visit • Idea Presentation 											
Assessment Types	<p>MODE OF ASSESSMENT</p> <p>A. Continuous Comprehensive Assessment (CCA) – 30 marks</p> <p>(a) MCQ based tests</p> <p>(b) Idea presentation in classrooms or fests</p> <p>(c) Prototype/ Design/ Art/ Instruments/ Apps OR Preparing and presenting Business Plans OR Paper presentations in seminars or workshops related to Entrepreneurship.</p> <p>(d) Identify scalable business from nearby locality by way of field trips, interviews etc. and presentation of report OR Case Study of successful entrepreneurs OR Report of presentation and participation in the activities of IIC, IEDC, ED Club etc.</p>											
	<p>B. End Semester examination – 70 marks</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th style="text-align: center;">Mode</th> <th style="text-align: center;">Time in Hours Maximum</th> </tr> <tr> <td style="text-align: center;">Written Examination</td> <td style="text-align: center;">2</td> </tr> </table> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th style="text-align: center;">Question Type</th> <th style="text-align: center;">Number of questions to</th> <th style="text-align: center;">Answer word/ page limit</th> <th style="text-align: center;">Marks</th> </tr> </table>				Mode	Time in Hours Maximum	Written Examination	2	Question Type	Number of questions to	Answer word/ page limit	Marks
Mode	Time in Hours Maximum											
Written Examination	2											
Question Type	Number of questions to	Answer word/ page limit	Marks									

		answered		
	Section A - Very Short Answer	10 out of 12	Word, Phrase, or a Sentence	10 x 1= 10 marks
	Section B - Case Study/ Situation Analysis	1 out of 3	Question Based	1 x 30 = 30 marks
	Section C- Project Report or Business Idea Presentation	1 out of 3	Question Based	1x 30= 30 marks
	Total			70 marks

References

1. Desai, Vasanth, Small Business Entrepreneurship, Himalaya Publications
2. Gupta C B, Sreenivasan N. P, Entrepreneurial Development, Sultan Chand Publications
3. Khanka S S, Entrepreneurial Development, S Chand Publishing
4. Sood S K and Aroa, Renu, Fundamentals of Entrepreneurship and Small Business, Kalyani Publishers
5. Roy, Rajeev, Entrepreneurship, Oxford University press

Suggested Readings

1. Zero to One: Notes on Startups, or How the Build the Future by Peter Thiel
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
1. India as Global Start-up Hub: Mission with Passion by C B Rao
2. Elon Musk: Tesla, Space X, and the Quest for a Fantastic Future by Ashlee Vance
3. Steve Jobs by Walter Isaacson
4. Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker
5. The Innovator's Solution: Creating and Sustaining Successful Growth by Clayton M Chrisensen.

6. Trajectory: Startup: Ideation to Product/ Market Fit by Dave Parker.
7. The Minimalist Entrepreneur: How Great Founders Do More with Less by Sahil Lavingia.
8. <https://www.startupindia.gov.in/>
9. <https://startupmission.kerala.gov.in/>
10. <https://www.msde.gov.in/>
11. The Journal of Entrepreneurship, Sage Journals
12. Journal of Innovation and Entrepreneurship, Springer



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Syllabus