

		<b>Title of the Course</b>	<b>BASICS OF STARTUP</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objectives</b>	1. To impart basic skills for start any new ventures.
	2. Learn Steps from Idea generation to success.
	3. To familiarize with Government initiatives.

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<p><b>INTRODUCTION &amp; DEVELOPING SUCCESSFUL BUSINESS IDEAS</b></p> <ul style="list-style-type: none"> <li>∩ Concept and definition of business &amp; Startup</li> <li>∩ Types of startup &amp; Skills to require business startup</li> </ul> <p><b>DEVELOPING SUCCESSFUL BUSINESS IDEAS</b></p> <ul style="list-style-type: none"> <li>∩ Recognizing opportunities</li> <li>∩ Trend analysis</li> <li>∩ Generating ideas</li> <li>∩ Brain storming</li> <li>∩ Focus groups</li> <li>∩ Surveys</li> <li>∩ Customer advisory board</li> <li>∩ Patents and IPRs</li> </ul>	<b>50 %</b>
<b>2.</b>	<p><b>FUNDING &amp; GOVERNMENT INITIATIVES FOR STARTUP IN INDIA</b></p> <ul style="list-style-type: none"> <li>∩ Sources of finance</li> <li>∩ Commercial banks</li> <li>∩ Government grants and schemes</li> </ul> <p><b>GOVERNMENT INITIATIVES FOR STARTUP IN INDIA</b></p> <ul style="list-style-type: none"> <li>∩ Government initiatives</li> <li>∩ Startup India initiative, Seed fund</li> </ul>	<b>50 %</b>