

VALUE ADDED COURSE – 5

Title of the Course	: BUSINESS STARTUPS AND INCUBATION
Instructional Hours	: 30 Hours
Course Coordinator	: Mr. Mathew Abraham, Department of Commerce (SF)
Students Intake	: 30

Objectives of the Course

- To provide a springboard for aspiring entrepreneurs to instigate into the world of business careers.
- To support students with great business ideas on the processes behind idea generation, market research and idea protection.
- To equip students with practical knowledge and skills in operating and managing a business enterprise.
- To provide an opportunity to interact with eminent entrepreneurs.

DETAILED SYLLABUS

Title: Business Startups and Incubation	
Module 1	Self Assessment – Generating and refining the Ideas – Legal Framework for Startups (Instructional Hours – 5 hours)
Module 2	Business Plan – Preparation – Market Research using Online and Offline Tools – Marketing for the small Businesses – Finance – Cash Flow and Pricing – Technology for Start Ups – Taxation and Funding Sources (Instructional Hours – 15 hours)
Module 3	Social Media and Digital Marketing – Sessions with Prominent Entrepreneurs (Instructional Hours – 10 hours)
Theory: 18 hours Practical: 12 hours	

Learning Outcomes

- Students understand the possibilities and challenges in starting a new enterprise.
- Awareness of the various sources of finance for incubators.
- Develop essential skills and knowledge in starting and running small business enterprise.
- Get motivated to become an entrepreneur, realizing the value of entrepreneurship and contributing to the nation's development

Mode of Evaluation - Attendance, Assignment, Test Paper, Presentation and Interaction