



**GUJARAT TECHNOLOGICAL UNIVERSITY**

**Syllabus for Bachelor of Vocation (B.Voc), 5<sup>th</sup> Semester**

**Branch: Sales & Marketing Management**

**Subject Name: Vocational Practical-9**

**(Start Up)**

**Subject Code: 1152205**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
0	0	2	2	0	0	30	20	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Contents:**

Sr No	Practical / Hands on Exercise	Teaching Hrs.	Module % Weightage
1	<b>IDEA VALIDATION</b> <b>Idea Identification and Assessment</b> Identify your idea and assess it with respect to your potential customers and the market environment	8	30 %
2	<b>Launching Your Startup – Branding</b> Entrepreneurial Strategy	4	10 %
3	<b>FINANCE &amp; LEGAL</b> <b>Building a Legal Foundation</b> Define the right legal foundation for your company and explore fundamentals like Company Registration, Compliances, and Patents etc. <b>Understanding Finance Basics</b> Understand the fundamentals of finance & accounting comprising of financial statements, break-even analysis etc. <b>Introduction to Business Planning</b> Learn how to build an effective Business Plan for your venture	9	35 %
4	<b>PITCHING &amp; FUNDING</b> <b>Fund raising &amp; Valuation</b> Understand an investor’s mind-set on matters of company valuation, fundraising, equity dilution among other things <b>Pitching &amp; Term sheets</b> Learn how to pitch your company to investors and identify the key focus areas in term sheets	7	25 %
	Total	<b>28</b>	<b>100%</b>

**Course Outcomes:**

Sr. No.	CO Statement	Marks % Weightage
CO-1	How to validate the right idea and assessment of the business environment	30 %
CO-2	How to Launch a start-up	10 %
CO-3	Understand financial planning, and Legal formalities to starting a business.	35 %
CO-4	Learn Important aspects related to Raising Finances and valuation of a Business	25 %