



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (IEV), 2nd Semester

Subject Name: Start-up Ecosystem Support

Subject Code: 1529401

With effective
from academic
year 2019-20

Learning Outcomes: After studying this, Students will have insights about available support of Ecosystem.

Course Duration: The course duration is of **20 sessions of 60 minutes each.**

Course Content:

Unit No	Content	No. of Sessions	50 Marks (External Evaluation)
I	<ul style="list-style-type: none"> What is Start-up? Start-up India Initiative Incubation support to Start-ups & Innovators Opportunities and Growth Drivers for start-ups Challenges faced by start-ups 	12	25
II	<ul style="list-style-type: none"> Scaling up Start-up India Various Start-up Ecosystem Initiatives (Seed Funding, Angel Investment, Venture Capitals) Start-up Policies of various domain 	08	25

Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

Evaluation: Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 30 Marks)
	<ul style="list-style-type: none"> Continuous Evaluation Component (endorsed by mentors) 	20 marks
	<ul style="list-style-type: none"> Class Presence & Participation Quiz 	05 marks 05 marks
B	Mid-Semester examination	(Internal Assessment-20 Marks)
C	End –Semester Examination	(External Assessment-50 Marks)

Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Dr. P.N. Rath and Dr. Sarjue Pandita	ENTREPRENEURSHIP: Startup India & Stand up India, 2 nd Edition	Lexicon Publishing House	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.
