



**GUJARAT TECHNOLOGICAL UNIVERSITY**

**Programme: Master of Business Administration**

**Semester: 3**

**Branch: Innovation, Entrepreneurship and Venture Development**

**Subject Name: Startup Scalability**

**Subject Code: 2539401**

**Rationale:** After studying this, Students will have understanding on Startup scalability process and implementation strategies. Learner will be able to apply various growth theories to understand various successful business strategies.

**Course Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
4	0	0	4	70	30	0	50	150

**Course Outcomes:**

Sr. No.	Course Outcomes
CO1	To understand the importance of strategies of business success
CO2	To identify the growth parameters for startups
CO3	To apply sustainability factors within businesses
CO4	To develop and implement scalable processes and systems

**Course Content:**

Unit No.	Content	No. of Hours	Marks
1	<b>Exposure to Strategy, Scaling up</b> <ul style="list-style-type: none"> <li>Understanding Strategy</li> <li>Growth Strategy with organic and Inorganic growth</li> <li>Ways for generating growth</li> <li>Levers of growth</li> <li>Achieving long-term profitable growth</li> <li>Difference Between Growth and Scalability</li> </ul>	09	16
2	<ul style="list-style-type: none"> <li><b>The high growth wheel of success</b></li> <li><b>Types of Growth Strategies:</b> Internal and External</li> <li>Building and Engineering sustainability</li> <li>Growth Theories (Geoffrey Moore)</li> </ul>	09	16
3	<b>Growth Potential Index</b> <b>Scalability Matrix</b> <b>Principles of High growth businesses- 1</b>	10	18
4	<ul style="list-style-type: none"> <li><b>Principles of High growth businesses- 2</b></li> <li>Snapchat – How Did Snapchat Reach Valuation</li> <li>Uber — What’s Fuelling Uber’s Growth Engine</li> <li>Belly – How to Grow a Network Effects Startup</li> <li>LinkedIn’s Growth Engine: The Never Ending Viral Loop</li> </ul>	12	20
<b>Total Hours / Marks:</b>		<b>40</b>	<b>70</b>



**Suggested Specification Table For Question Paper Design:**

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Module-1	09	0	2	7	7	-	-	16
II	Module-2	09	0	2	7	7	-	-	16
III	Module-3	10	0	4	7	7	-	-	18
IV	Module-4	12	0	2	7	7	4	-	20
	Total	40	0						70

**\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

**Suggested Student Activities for Progressive Assessment (PA) : (50 Marks)**

**Evaluation:**

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 50 Marks)
• Presentation on Startup Scalability Case studies	30 marks
• Assignments	20 marks

**Suggested Learning Resources:**

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Ultimate Growth Strategies	Dr. Tom McKaskill	Breakthrough Publications
2	Hacking Growth: How Today's Fastest Growing Companies Drive Breakout Success	Sean Ellis and Morgan Brown	Random House
3	Explosive Growth: A Few Things I Learned While Growing To 100 Million Users — And Losing \$78 Million	Cliff Lerner	Clifford Ventures Corporation
4	Scale: The Universal Laws of Growth, Innovation, Sustainability, and the Pace of Life in Organisms, Cities, Economies, and Companies	Geoffrey West	W&N
5	Traction: How Any Startup Can Achieve Explosive Customer Growth	Gabriel Weinberg and Justin Mares	Portfolio Penguin