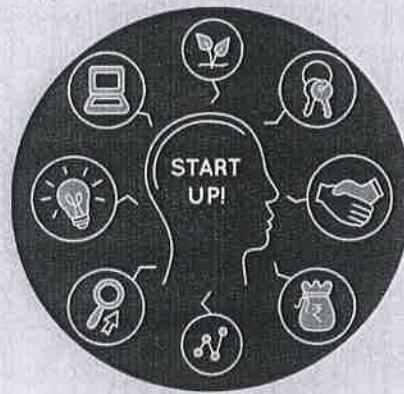


2021  
As per the New NEP Syllabus

3.3.3

# BUSINESS MANAGEMENT & STARTUPS

For I Semester B.Com of All Universities of Karnataka



• Dr. S. Nagabhushana • Dr. Thammannagowda • Dr. Geetha Bai A.S. •

Sapna

*m.s. bharadwaj*  
HOD Co-Ordinator  
RURAL COLLEGE  
KANAKAPURA



As per the New NEP Syllabus

# BUSINESS MANAGEMENT & STARTUPS

For I Semester B.Com of All Universities of Karnataka

**Dr. S. NAGABHUSHANA**

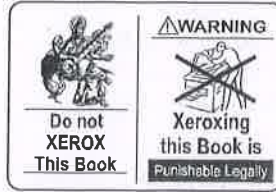
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## SYLLABUS

Course Code: B.Com. 1.2

Name of the Course: Business Management & Startups

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

**Course Outcomes:** *On successful completion of the course, the Students will be able to*

- Design and demonstrate the strategic plan for the attainment of organizational goals.
- Compare and choose the different types of motivation factors and leadership styles.
- Understand startups Opportunities and Financial Issues of Startups
- Understand the support extended by Incubators & Major Startups Incubators in India.
- Understands Government Initiatives for Startups in India.


### MODULE NO. 1: PRINCIPLES & FUNCTIONS OF MANAGEMENT (12 HRS)

Introduction – Meaning – Definitions – Importance & scope of management - Principles of Management. Managerial Functions: Meaning, Definition, Characteristics, benefits & Limitations of Planning, organizing, Directing, Coordinating & Controlling - Task & Responsibilities of Professional Manager

### Module No. 2: Leadership & Motivation (14 Hrs)

**Leadership:** concept – Importance – Major Theories of leadership (Likert's scale Theory, Blake & Mouton's Managerial Grid theory, House path goal theory, Fred fiedler's situational leadership). Modern leadership styles in the changing world (Charismatic leadership, Transformational leadership, Visionary Leadership, Transactional Leadership, Servant Leadership, Situational Leadership).

**Motivation:** Concept & importance of Motivation – Contemporary Motivation Theories (Expectancy Theory, Equity Theory, Goal Setting theory, Reinforcement theory)

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**Module No. 3: Startups & Its Financial Issues** (10 Hrs)

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Introduction- Meaning – Features – Types of Startups – Ideation – Design Thinking, Entrepreneurship Lessons for Startups, 3 Pillars to Initiate startup (Handholding, Funding & Incubation). Startup Financial issues: feasibility Analysis- The cost & Process of Raising capital – Unique Funding issues of a High tech Ventures – funding with equity – Financing with debt – funding strategies with bootstrapping – Crowdfunding – Venture Capital.

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**Module No. 4: Incubation Support to startups** (10 Hrs)

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Introduction- Meaning & definition of Incubation support – Objectives & Functions of Incubation Centers - Services Types – Incentives for Incubators – Role of Incubators in startup Policy, List of Major Startups Incubators in India - Case studies on Startups.

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**Module No. 5: Government Initiatives for Startups in India** (10 Hrs)

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Government Initiatives – Startup India Initiative, Seed Fund – ASPIRE –SAMRIDDDHI Scheme – Mudra Scheme (Sishu, Kishore & Tarun) – ATAL Innovation Mission – MSME Multiplier Grants Scheme – Credit Guarantee fund trust for micro & small business – Software Technology Park – Venture Capital Assistance Scheme – Single Point Registration scheme – M-SIPS – Self Employment & Talent Utilization (SETU)

**Skill Developments Activities:**

- Visit any business organization and collect the information on types of planning adopted by them & organizational structure
- Analyse the leadership styles of any select five companies of different sectors.
- Prepare a Business Plan for startups.
- List out Major Startups Incubators In your State
- Visit to Nearest Bank or Financial institution and prepare a Report on Financial Incentives Provided to startups
- Any other activities, which are relevant to the course.

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**Dr. Thammannagowda, M.Com., M.Phil., Ph.D.,** is presently working as Head of the Department, Department of Commerce and Management, Rural College, Kanakapura. He has put in over two and half decades of teaching and research experience, He has presented number of papers in International, National and State level seminars. He has chaired several technical sessions in International, National and State level conferences. He acted as Chief Examiner, Member of Boar of Examiners of Bangalore University and Bangalore City University.



**Dr. Geetha Bai A. S., M.Com, M.Phil, Ph.D,** is working as Assistant Professor of Commerce at Government First Grade College, Harohalli, Kanakapura Taluk, Ramanagara District, Karnataka. She is having a rich experience of 17 years in teaching to commerce and management programs viz., B.Com and BBA of Bangalore Unviersity. She has published over 10 research papers in International peer reviewed research journals. She has coauthored a book titled Corporate Administration for BBA program of Bangalore University and has chaired as a Resource person in several National and State level seminars.



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