

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration				Branch/Spec.	Marketing Management			
Semester	V				Version	1.0.0.0			
Effective from Academic Year		2026-27			Effective for the Batch admitted in		July 2024		
Course Code	BSEC301	Course Name			Business Incubation and Startup Eco-system				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total	CE		SEE	Total
	L	TU	P	TW					
Credit	02	00	00	00	02	Theory	25	25	50
Hours	02	00	00	00	02	Practical	00	00	00
Pre-requisites									
Basic concept of Business and business functions									
Objective									
To equip students with incubation knowledge, ecosystem understanding, and practical skills for successful startup creation.									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	explain business incubation models, processes, services, and ecosystem linkages.								
CO2	apply incubation support mechanisms for startup validation and commercialization.								
CO3	analyse startup lifecycle, teams, culture, and strategic launch readiness.								
CO4	evaluate funding pathways, lean startup practices, risks, and growth opportunities.								
Theory Syllabus									
Unit	Content								Hrs.
1	Business Incubation and Entrepreneurial Support Systems Concept and Principles of Business Incubation, Definition and objectives of business incubation, Role of incubation in startup success, Incubation vs acceleration vs co-working, Importance of incubation for student entrepreneurs. Incubation Models and Ecosystem Linkages, Incubation Process and Services, Mentoring, Commercialisation and Market Readiness, Emerging Practices in Incubation.								15
2	Startups, Ecosystem and Funding Pathways Startup Concepts and Ecosystem Framework, Startup Development Journey, Team, Culture and Launch Readiness, Startup Financing and Investment Stages, Lean Startup and Failure Learning								15
Exam: Theory 100%, Numerical 0%									
Practical Content									
Practical, assignments and tutorials are based on the above syllabus. At least one task participation is to be undertaken by each student in two or more students group, 1. Prepare a business plan for any one of the following Market research/survey agency, Advertisement agency, Placement and Internship Agency, Office allied maintenance agency, Tour and Travel agency, Booking Assistance and allied services agency, any similar project 2. New Product / Eco-friendly product-based business plan 3. Social entrepreneurship plan 4. Women-centric business plan/women entrepreneurship plan case study									
Text Books									
1	Kumar, S. A., & Poornima, S. C. (2018). Entrepreneurship development (2nd ed.). New Delhi, India: New Age International Publishers.								
2	Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. New York, NY: Crown Business.								
Reference Books									
1	CA Virendra K. Pamecha (2024), "Entrepreneurship And Start-Up Ecosystem in India-A Roadmap For Entrepreneurs and A Legal Business Guide For Start Ups" Publication: Xcess Infostore Private Limited								

2	Nayyar, D., & Sharma, R. (2018). Startups and the Indian entrepreneurial ecosystem. New Delhi, India: Oxford University Press India.
3	Kapoor, R. (2019). Entrepreneurship development and business incubation. New Delhi, India: Vikas Publishing House.
4	Government of India. (2022). Startup India: Action plan and policy framework. New Delhi: Department for Promotion of Industry and Internal Trade (DPIIT).
5	Byers, T., Dorf, R., & Nelson, A. (2014). Technology ventures: From idea to enterprise (4th ed.). New York, NY: McGraw-Hill Education.
6	Feld, B., & Hathaway, I. (2020). The startup community way: Evolving an entrepreneurial ecosystem. Hoboken, NJ: John Wiley & Sons.
7	Ramakrishna, S., & Tripathi, A. (2016). Startup success stories: The Indian experience. New Delhi, India: Random House India.
8	Khanka, S. S. (2021). Entrepreneurship development (6th ed.). New Delhi, India: S. Chand Publishing.

**ICT/MOOCs Reference**

1	<a href="https://onlinecourses.nptel.ac.in/noc26_de06/preview">https://onlinecourses.nptel.ac.in/noc26_de06/preview</a>
	<a href="https://onlinecourses.swayam2.ac.in/ntr26_ed69/preview">https://onlinecourses.swayam2.ac.in/ntr26_ed69/preview</a>
	<a href="https://academy.leadangels.in/courses/starting-up-post-covid">https://academy.leadangels.in/courses/starting-up-post-covid</a>

**Mapping of CO with PO and PSO:**

Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	1	2	1	2	1	1	2	2	2	1	1	1
CO2	2	3	2	3	1	3	2	2	3	3	3	2	2	2
CO3	2	2	3	3	2	2	1	2	3	2	3	2	1	2
CO4	2	2	2	3	2	3	2	3	3	2	3	2	2	2