



Ganpat University

॥ विद्यया समाजोत्कर्षः ॥

Faculty of
Computer Applications



FACULTY OF COMPUTER APPLICATIONS

Programme	BCA Honors					Branch	Computer Applications		
Semester	II					Version	1.0.0.0		
Effective from the Academic Year				2026-2027		Effective for the batch Admitted in		June 2026	
Subject code	U92F6SEP		Subject Name			STARTUP AND ENTREPRENEURSHIP			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	-	-	-	2	Theory	25	25	50
Hours	2	-	-	-	2	Practical	-	-	-

Objective:

The main objective of this course is to introduce students to the concept and practices of technology entrepreneurial thinking and entrepreneurship.

Future budding entrepreneurs can make the right decisions for starting and running a venture. with a solid introduction to the entrepreneurial process of creating new businesses, Indian models in entrepreneurship, business ideas and implementation, innovation & technology, business model canvas and active learning segment with live cases on India as startups will help the participants in learning basic fundamentals of decision making towards establishing enterprises in real life situations.

Pre-requisites:

No Prerequisites

Learning Outcome:

Name of CO	Description
CO1	To learn the concepts and theories of entrepreneurship.
CO2	To develop idea generation & validation, creative and innovative skills, learn from different opportunities and successful growth stories.
CO3	To understand the perspectives of innovation and Entrepreneurship and manage Intellectual Property Rights.
CO4	This course will teach you how to think like an entrepreneur and provides the models, tools and frameworks to further develop your business or idea. An emphasis will be placed on the IT space.
CO5	To manage Intellectual Property Rights and to analyze live cases of startup ecosystem and trends globally in India.

Mapping of CO and PO:

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	0	0	3	2	3	3
CO2	1	2	0	1	2	2	3	3
CO3	1	1	0	0	3	1	2	3
CO4	2	3	2	2	2	2	3	3
CO5	1	2	0	1	3	1	3	3

Content:

Unit	Content	Hrs.
1	Introduction of Entrepreneurship and Start-Ups: Introduction of Entrepreneurship and Start-Ups: Entrepreneurship development concept and need in context of changing global environment, definitions, traits of an entrepreneur, Entrepreneurship, Motivation. Similarities/difference between Entrepreneurs and managers. Indian Models in Entrepreneurship: Overview of Entrepreneurship, India's	06

	start up revolution–Trends, Imperatives, benefits; the players involved in the ecosystem, Business Incubators	
2	Business Ideas and their implementation: Sources of new ideas, Methods of generating ideas, Creative problem solving: Brain Storming, Reverse Brain Storming, Brain Writing, Check list, Free Association, Role of stimulating creativity and barriers Ideation and Prototyping, Testing, Validation and Commercialization, Activity map	06
3	Innovation & Technology: Innovation in Current Environment, Disruption as a Success Driver, Types of Innovation, School of Innovation, Challenges of Innovation, Blue Ocean Strategy, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship.	06
4	The Business Model Canvas: Introduction to Lean Startup & Business Model, Designing Business Model using Business Model canvas, Why some Business Plan fails?	06
5	Management of Innovation: Creation of IPR, Types of IPR, Patents and Copyrights, Patents in India. India as a Start-up Nation: National Entrepreneurial Culture, Entrepreneurship and Employment, Start-up Case Studies, Government Schemes and Policies for Entrepreneurship Development. Development.	06
Practical Content:		
NA		
Text Books:		
1	Entrepreneurship: Creating and leading an entrepreneurial organization by Arya Kumar Pearson Education India; First edition (1 January 2012).	

2	Entrepreneurship Development and Small Business Enterprise by Charantimath, Pearson Education India; Second edition (1 January 2013).
3	Entrepreneurship Theory and Practices by Raj Shanker, McGraw Hill Education (1 January 2012).
4	Hisrich, R. D. (2005). Entrepreneurship. McGraw-Hill.
5	Drucker, P. (2014). Innovation and entrepreneurship. Routledge.
6	Jonne & Ceserani- Innovation & Creativity (Crest) 2001
Reference Books:	
1	Ries, Eric, The lean Start-up: How constant innovation creates radically successful businesses, Publisher .(2016 January 1) SRY
2	Covey, S. R. (1991). The seven habits of highly effective people. Provo, UT: Covey Leadership Center.
Web References / MOOC / Certification Course	
1	https://onlinecourses.nptel.ac.in/noc25_mg81/preview
2	https://onlinecourses.swayam2.ac.in/ntr25_ed103/preview
Question Paper Scheme:	
End Semester Examination Duration: (1 Hours Theory Examination) Note for Examiner: - Q-1 Any One out of Two (05 Marks) Q-2 Any One out of Two (05 Marks) Q-3 Any One out of Two (05 Marks) Q-4 Any One out of Two (05 Marks) Q-5 Any One out of Two (05 Marks) <i>The question paper must comprehensively address all Course Outcomes (COs), align Taxonomy levels, and ensure complete syllabus coverage.</i>	