



# MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

## COURSE CONTENT

STARTUP AND MSME MANAGEMENT								
I YEAR II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
25MB020E1	CORE	L	T	P	C	CIE	SEE	Total
		3	0	-	3	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
<b>Prerequisite:</b> Basic understanding of Principles of Management								

### COURSE OVERVIEW:

This course provides comprehensive knowledge on Startup and MSME Management, focusing on entrepreneurial opportunities, startup processes, legal requirements, financial planning, and institutional support systems. It equips students with practical insights into ideation, venture creation, startup financing, MSME management challenges, and government initiatives in India. The course emphasizes real-world entrepreneurial ecosystems, growth strategies, and sustainability of new ventures in competitive markets.

### COURSE OBJECTIVES:

- To orient students on the importance of Startup and MSME Management.
- To enlighten students on identifying business requirements and opportunities.
- To impart knowledge of various legal aspects in startup management.
- To elucidate aspects involved in evaluating entrepreneurial performance.
- To discuss institutional support initiatives by Government of India for MSMEs.

### COURSE OUTCOMES: After completion of the course, students should be able to

1. Understand various startup opportunities.
2. Learn business startup processes, ideation, and venture choices.
3. Understand legal and regulatory requirements for new ventures.
4. Analyze problems faced by entrepreneurs and MSMEs.
5. Understand forms and sources of financial support and institutional assistance.

Unit – I: Introduction to Startup and MSME: The Rise of the Startup Economy, The Six Forces of Change, The Startup Equation, The Entrepreneurial Ecosystem, Entrepreneurship in India. Concept & Definition of Employment, Export and Business Opportunities in MSMEs. Issues and Challenges of MSMEs, MSME Policies in India.

Unit – II: Startup Requirements: The Big Idea, Generate Ideas with Brainstorming, Business Startup, Ideation, Venture Choices. Identifying Startup Capital Resource Requirements, Estimating Startup Cash Requirements, Developing Financial Assumptions, Constructing a Process Map, Positioning the Venture in the Value Chain, Launch strategy to reduce Risks, Startup Financing Metrics, Feasibility Analysis, The Cost and Process of Raising Capital, Unique Funding Issues of High-tech Ventures, Funding with Equity, Financing with Debt, Funding Startups with Bootstrapping, Crowd Funding.

Unit – III: Startup and Legal Environment: Stages of Growth in a New Venture, Growing with the Market, Growing within the Industry, Venture Life Patterns, Reasons for New Venture Failures, Scaling Ventures, Preparing for Change, Leadership Succession. Support for Growth and Sustainability of the Venture. The Legal Environment, Approval for New Ventures, Taxes or Duties Payable for New Ventures.

Unit – IV: Management of MSME: Management of Product Line; Communication with Clients, Credit Monitoring System, Management of NPAs, Restructuring, Revival and Rehabilitation of MSME, Problems of Entrepreneurs, Sickness in MSME, Reasons and Remedies, Evaluating Entrepreneurial Performance

Unit – V: Institutional Support for MSMEs: Forms of Financial Support, Long-term and Short-term Financial Support, Sources of Financial Support, Dealing with Failure: Bankruptcy, Exit Strategies: Selling the Business, Crashing-out but Staying in-being Acquired, Going Public (IPO) and Liquidation. District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB). Schemes for Women Entrepreneurs.

#### **TEXT BOOKS:**

1. Entrepreneurship: Successfully Launching New Ventures – Bruce R. Barringer & R. Duane Ireland, Pearson, 2019.
2. New Venture Management: The Entrepreneur's Road Map – Donald F. Kuratko & Jeffrey S. Hornsby, Routledge, 2017.
3. Launching New Ventures: An Entrepreneurial Approach – Kathleen R. Allen, Cengage Learning, 2016.
4. The Startup Equation: A Visual Guidebook for Building Your Startup – Steven Fisher & Janae' Duane, McGraw Hill Education India, 2016.

#### **REFERENCE BOOKS:**

1. Managing New Ventures: Concepts and Cases – Anjan Rai Chaudhuri, Prentice Hall International, 2010.
2. Entrepreneurship – S.R. Bhowmik & M. Bhowmik, New Age International, 2007.

#### **ELECTRONIC RESOURCES:**

- <https://www.startupindia.gov.in>
- <https://msme.gov.in>
- NPTEL Entrepreneurship Courses – <https://nptel.ac.in>
- SWAYAM – <https://swayam.gov.in>
- National Digital Library of India – <https://ndl.iitkgp.ac.in>
- SIDBI (Small Industries Development Bank of India) – <https://www.sidbi.in>
- Invest India Portal – <https://www.investindia.gov.in>
- Google Scholar – <https://scholar.google.com>
- Department LMS (PPTs, Case Studies, Recorded Lectures)

#### **MATERIALS ONLINE:**

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

