



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 MANAGEMENT								
III SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA020E	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	30	70	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic understanding of Entrepreneurship and Business Environment								

COURSE OVERVIEW:

Startup Management focuses on the process of creating and developing new business ventures from idea generation to growth and exit. It covers key aspects such as identifying startup opportunities, financial planning, funding methods like equity, debt, bootstrapping, and crowdfunding, and understanding the legal environment. The course also emphasizes startup survival, scaling strategies, and sustainability, along with exit options such as mergers, acquisitions, and IPOs. Overall, it equips students with the essential skills to successfully launch and manage startups in a competitive environment.

COURSE OBJECTIVES:

- To understand the concept and importance of startups in the modern economy.
- To learn techniques of idea generation, ideation, and opportunity identification.
- To analyze the startup ecosystem, especially in the context of India and government initiatives.
- To understand financial requirements and sources of startup funding such as equity, debt, bootstrapping, and crowdfunding.
- To gain knowledge of the legal environment, approvals, and taxation for new ventures.

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

1. Explain startup opportunities, entrepreneurial ecosystems, and government initiatives in India.
2. Analyze startup capital requirements, financial assumptions, and the legal environment for new ventures.
3. Evaluate financial issues, funding methods, and feasibility analysis for startups.
4. Assess survival strategies, growth stages, and sustainability practices of new ventures.
5. Formulate exit strategies, harvesting approaches, and responses to startup failures.

UNIT-I STARTUP OPPORRTUNITIES

The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Startup - Ideation- Venture Choices - The Rise of The startup Economy - The Six Forces of Change- The Startup Equation- The Entrepreneurial Ecosystem –Entrepreneurship in India. Government Initiatives.

UNIT-II STARTUP CAPITAL REQUIREMENTS AND LEGAL ENVIRONMENT

Identifying Startup capital Resource requirements, estimating Startup cash requirements , Develop financial assumptions, Constructing a Process Map, Positioning the venture in the value chain - Launch strategy to reduce risks- Startup financing metrics, The Legal Environment- Approval for New Ventures- Taxes or duties payable for new ventures.

UNIT-III STARTINGUP FINANCIAL ISSUES

Feasibility Analysis, The cost and process of raising capital, Unique funding issues of a high-tech ventures. Funding with Equity – Financing with Debt- Funding startups with bootstrapping- crowd funding-

UNIT-IV STARTUP SURVIVAL AND GROWTH

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.

UNIT-V PLANNING FOR HARVEST AND EXIT

Dealing with Failure: Bankruptcy, Exit Strategies- Selling the business - Cashing out but staying in- being acquired- Going Public (IPO) – Liquidation.Latest Amendments In Start-ups

TEXT BOOKS:

- Kathleen R. Allen, Launching New Ventures: An Entrepreneurial Approach, Cengage Learning, 5th Edition, 2016.
- Anjan Raichaudhuri, Managing New Ventures: Concepts and Cases, Prentice Hall International, 4th Edition, 2010.

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1. Kathleen R Allen,| Launching New Ventures, An Entrepreneurial Approach|, Cengage Learning, 5th Edition, 2016.
2. Anjan Raichaudhuri,—Managing New Ventures Concepts and Cases|, Prentice Hall International, 4th Edition, 2010.
3. S. R. Bhowmik & M. Bhowmik, —Entrepreneurship|, New Age International, 5th Edition, 2007.
4. Steven Fisher, Ja-nae‘ Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2nd Edition, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur‘s Road Map, 2nd Edition, , Routledge, 2017.
6. Bruce R. Barringer, R.Duane Ireland, Entrepreneurship successfully, launching new ventures.Pearson,2019

ELECTRONIC RESOURCES:

1. <https://www.inc.com/encyclopedia/business-information-sources.html>
2. <https://www.investopedia.com/terms/s/startup.asp>
3. https://en.wikipedia.org/wiki/Startup_company
4. <https://msdn.microsoft.com/en-us/library/hh708954.aspx>

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

