



# 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		
24MB019E	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	0	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
<b>Prerequisite:</b> Basic understanding of Principles of Strat Up Management								

### COURSE OVERVIEW:

This course provides an understanding of startup opportunities and the process of building new ventures in the modern entrepreneurial environment. It covers idea generation, venture choices, and the role of the entrepreneurial ecosystem, with special reference to entrepreneurship in India and government initiatives supporting startups. The course also explains startup capital requirements, financial planning, and the legal environment for new ventures. It further examines funding sources, growth strategies, sustainability, and exit planning for startups.

### COURSE OBJECTIVES:

- To understand startup opportunities and the entrepreneurial ecosystem.
- To learn the capital requirements and legal environment for new ventures.
- To analyze financial issues and funding sources for startups.
- To study strategies for startup survival, growth, and sustainability.
- To understand exit strategies and planning for business harvest.

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

1. Understand key concepts of the new industrial revolution, startup ideation, entrepreneurial ecosystems and government initiatives supporting entrepreneurship in India.
2. Identify capital needs, estimate startup cash flows, secure legal approvals, and comply with tax obligations for launching a new venture
3. Apply financial principles for conducting feasibility analysis, raising capital, leveraging funding options equity, debt, bootstrapping, crowdfunding, strategic alliances
4. Analyze the stages of startup growth, challenges in venture scaling, reasons for failure, strategies for sustainability and leadership succession in new ventures.
5. Evaluate startup exit strategies bankruptcy, business sale, acquisition, IPO, liquidation and their implications for entrepreneurs & stakeholders.

## **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- strategic alliances.

## **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:**

1. Kathleen R Allen,” Launching New Ventures, An Entrepreneurial Approach”, Cengage Learning, 5<sup>th</sup>Edition, 2016.
2. AnjanRaichaudhuri, “Managing New Ventures Concepts and Cases”, Prentice Hall International, 4<sup>th</sup> Edition, 2010.
3. S. R. Bhowmik& M. Bhowmik, “Entrepreneurship”, New Age International, 5<sup>th</sup>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, 2<sup>nd</sup> Edition, 2016.

### **REFERENCE BOOKS:**

1. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur’s Road Map, 2nd Edition, , Routledge, 2017.
2. 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](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

