



**ST THOMAS COLLEGE PALAI**  
**AUTONOMOUS** | ESTD. 1950 | REACCREDITED BY NAAC WITH A++ GRADE

## **UNDERGRADUATE PROGRAMMES (HONOURS)** **SYLLABUS**

**STCP-UGP (HONOURS)**  
**(2024 ADMISSION ONWARDS)**



**FACULTY : COMMERCE**

**PROGRAMME : BUSINESS STUDIES**

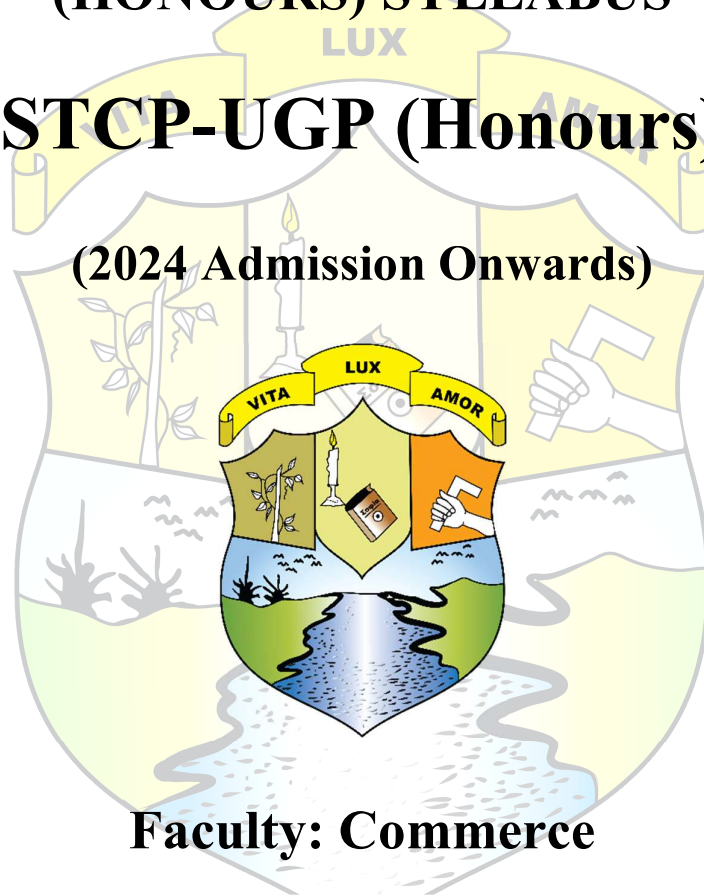
**ST THOMAS COLLEGE PALAI AUTONOMOUS**  
**ARUNAPURAM P.O., PALA, KOTTAYAM - 686 574**  
**KERALA, INDIA**

**ST THOMAS COLLEGE PALAI**  
**AUTONOMOUS**  
**UNDERGRADUATE PROGRAMMES**

**(HONOURS) SYLLABUS**

**STCP-UGP (Honours)**

**(2024 Admission Onwards)**



**Faculty: Commerce**

**Expert Committee: Commerce**

**Subject: Business Studies**

**St Thomas College Palai Autonomous**  
**Arunapuram, Kottayam-686574**  
**Kerala, India**

## Syllabus Index

Name of the Minor: **Business Studies**

### Semester: 1

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution/ week			
					L	T	P	O
24U1BSTDSC100	Marketing Management	DSC B	4	5	3	0	2	0

L — Lecture, T — Tutorial, P — Practical/Practicum , O — Others

### Semester: 2

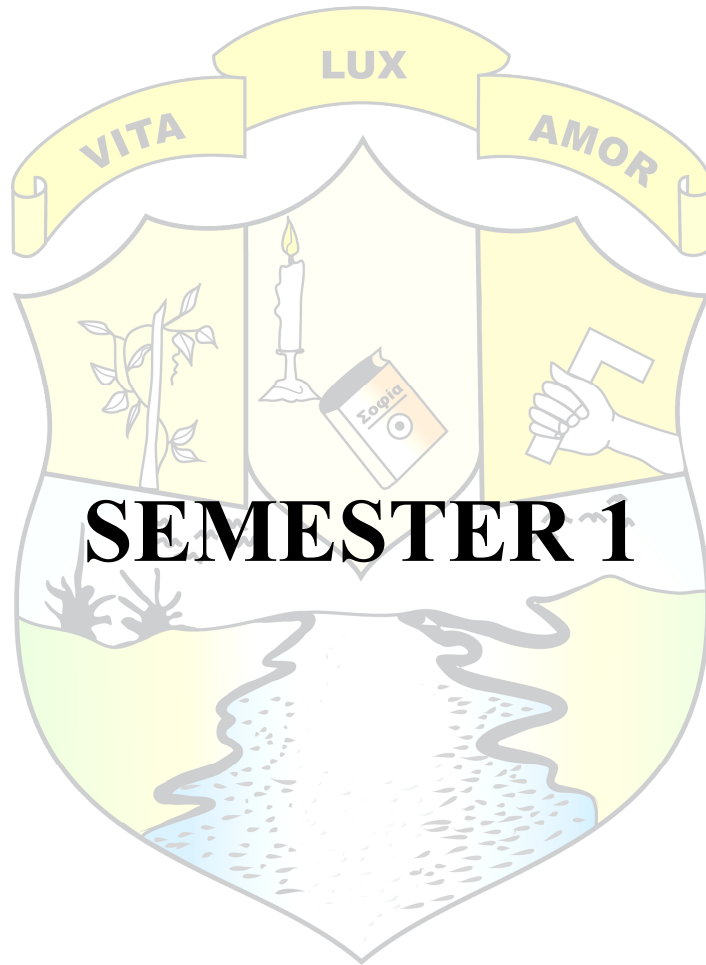
Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
24U2BSTDSC100	Business and Sustainable Development	DSC B	4	5	3	0	2	0

**Semester: 3**

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
24U3BSTDSC200	Entrepreneurship and Startups	DSC B	4	5	3	0	2	0

**Semester: 4**

Course Code	Title of the Course	Type of the Course DSC, MDC, SEC etc.	Credit	Hours/ week	Hour Distribution /week			
					L	T	P	O
24U4BSTDSC200	Entrepreneurship and Startups	DSC C	4	5	3	0	2	0





## St Thomas College Palai Autonomous

<b>Programme</b>						
<b>Course Name</b>	<b>MARKETING MANAGEMENT</b>					
<b>Type of Course</b>	DSC B					
<b>Course Code</b>	24U1BSTDSC100					
<b>Course Level</b>	100					
<b>Course Summary</b>	The course is intended to provide the learner with an understanding on the practices and principles of marketing, the importance of marketing in an organisation and the changing scenario. The course helps to understand the whys and the how's of marketing.					
<b>Semester</b>	1	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
<b>Pre-requisites, if any</b>		3	0	1	0	75

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains*	PO No
1	Understand the concepts and background of Marketing, its Opportunities and Challenges	Understand	1, 4
2	Gain knowledge on the environment surrounding marketing, the value chain and the changing perceptions	Understand	1,4 ,6
3	Apply the understanding on three elements namely segmentation, targeting and positioning	Understand	1,4,9
4	To understand the stages of product development and analyse the strategies involved	Analyse	4, 10
5	Develop marketing strategies in connection with products, pricing, promotion, and distribution	Apply	1, 2, 4,6,10
6	Generate awareness on the trends in marketing and develop strategies accordingly	Apply	1,2

**\*Remember(K), Understand(U),Apply(A),Analyse(An),Evaluate(E),Create(C),Skill(S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1-Marketing Management- Introduction and Developments	1.1	Concept of marketing, Marketing and selling, marketing management, importance, functions of marketing	3	1
	1.2	Micro and macro environment of marketing- impact on business decisions-	2	2
	1.3	Marketing 1.0, 2.0, 3.0 and 4.0. Impact of changing technology in marketing, Marketing 5.0	3	2,6
	1.4	Concepts of de marketing, remarketing, guerilla marketing, ambush marketing, cause related marketing	2	2,6
	1.5	Value Chain – Primary elements of a value chain	2	1,2
	1.6	Marketing Mix – Factors affecting mix-	1	1,2
	1.7	Field Study and Case Study related to Marketing concept, changing Orientations in marketing, Success stories of marketing strategies and process, Corporate Marketing Strategies of leading companies, Marketing in changing society etc.	6	1,2,5,6
2-STP of Marketing and Product mix	2.1	Segmentation –Need-Bases	2	3
	2.2	Targeting -targeting strategies	2	3
	2.3	Differentiation - Product positioning	2	3
	2.4	Buying motives – Consumer buying decisions	2	3
	2.5	Product – Service – Product Line and Product Mix decisions	2	4
	2.6	New Product development – Product life Cycle – Failures of products	2	4
	2.7	Field Study, Case Studies and Situations dealing with segmentation, targeting, and positioning in marketing scenario, product Life Cycle etc. Role Play on various scenarios. Case Studies on product development and Failures. Analysis of product lines and mix of various companies	8P	3,4,5,6

3. Strategies for products, pricing distribution and promotion	3.1	Branding – Importance – Types and Branding strategies – Brand Loyalty and Brand Equity	2	4,5
	3.2	Packaging, Labelling and Product Warranties-Importance	2	4,5
	3.3	Pricing- Factors influencing pricing-Pricing Strategies and Pricing Policies	2	5
	3.4	Physical Distribution- Channel levels and channel functions – channel design decisions-	2	5
	3.5	Concept of direct marketing- Methods-	2	
	3.6	Concept of logistics and supply chain management–importance	2	5
	3.7	Retailing-Changing face of retailing in India	1	5,6
	3.8	Field Study, Case Study and Strategy development related to: Branding, Pricing, Packaging and Labelling, Direct marketing- Decisions on logistics- Analysis of changes of retailing in India	8P	4,5,6
4. Promotion Mix	4.1	Concept of promotion mix- Personal selling – Relevance and methods – Process of personal selling	2	5
	4.2	Advertising- Advertising Vs Publicity – Role of advertising- Limitations of advertising – Ethics in Advertising- ASCI	3	5
	4.3	Sales Promotion- Objectives- Sales Promotion Tools for Dealer Promotions, Consumer Level and Sales Force Level Promotions	2	5
	4.4	Role Play and Case Studies related to advertisements- Video Presentations of different types of advertisements and effects- Role Plays on Personal Selling etc. – Ad Copy Creation etc.	8P	4,5,6
	5. Practical Application of Marketing Techniques	5.1	Marketing of Products for Daily Life	
5.2		Case Study of Product Pricing Strategies		5,6
5.3		Development of Marketing/ Branding Strategies/Tools for Gen Z.		5,6



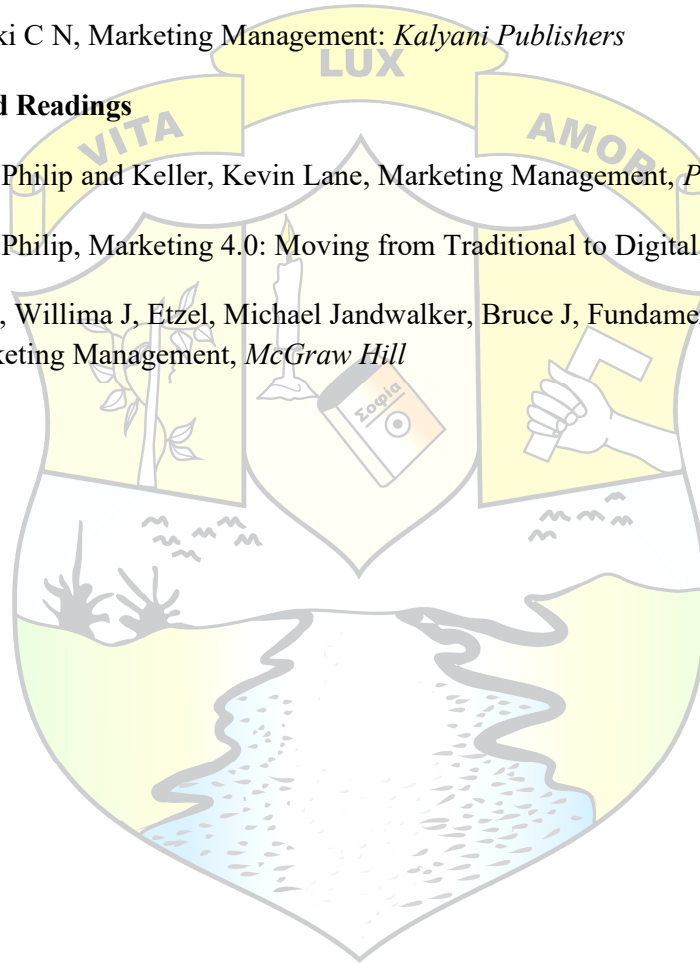
<p><b>Teaching and Learning Approach</b></p>	<p><b>Classroom Procedure (Mode of transaction)</b>  Lecture  Discussion Session:  Collaborative/ Small Group Learning:  Flipped Classroom- Video Presentation Content writing  Case study discussions  Role Play  Industrial Visits and Field Study</p>																				
<p><b>Assessment Types</b></p>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>A. Continuous Comprehensive Assessment (CCA) - 30 marks</b></p> <table border="1" data-bbox="594 659 1479 926"> <thead> <tr> <th>Particulars</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Written Test (2 Nos.)</td> <td>15</td> </tr> <tr> <td>Written Assignment (1 No)</td> <td>5</td> </tr> <tr> <td>Practical Assignment (2 Nos.)</td> <td>10</td> </tr> <tr> <td style="text-align: right;"><b>Total</b></td> <td><b>30</b></td> </tr> </tbody> </table>	Particulars	Marks	Written Test (2 Nos.)	15	Written Assignment (1 No)	5	Practical Assignment (2 Nos.)	10	<b>Total</b>	<b>30</b>										
Particulars	Marks																				
Written Test (2 Nos.)	15																				
Written Assignment (1 No)	5																				
Practical Assignment (2 Nos.)	10																				
<b>Total</b>	<b>30</b>																				
	<p><b>B. End Semester examination – 70 marks</b></p> <table border="1" data-bbox="708 1047 1321 1171"> <thead> <tr> <th>Mode</th> <th>Time in Hours Maximum</th> </tr> </thead> <tbody> <tr> <td>MCQ Based</td> <td>1</td> </tr> </tbody> </table> <table border="1" data-bbox="578 1205 1451 1625"> <thead> <tr> <th>Question Type</th> <th>Number of questions to answered</th> <th>Answer word/ page limit</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Section A-Multiple Choice Questions</td> <td>20 out of 22</td> <td>MCQ</td> <td>20 x 1= 20</td> </tr> <tr> <td>Section B- Multiple Choice Questions</td> <td>25 out of 27</td> <td>MCQ</td> <td>25 x 2 = 50</td> </tr> <tr> <td colspan="3" style="text-align: right;"><b>Total</b></td> <td><b>70 marks</b></td> </tr> </tbody> </table>	Mode	Time in Hours Maximum	MCQ Based	1	Question Type	Number of questions to answered	Answer word/ page limit	Marks	Section A-Multiple Choice Questions	20 out of 22	MCQ	20 x 1= 20	Section B- Multiple Choice Questions	25 out of 27	MCQ	25 x 2 = 50	<b>Total</b>			<b>70 marks</b>
Mode	Time in Hours Maximum																				
MCQ Based	1																				
Question Type	Number of questions to answered	Answer word/ page limit	Marks																		
Section A-Multiple Choice Questions	20 out of 22	MCQ	20 x 1= 20																		
Section B- Multiple Choice Questions	25 out of 27	MCQ	25 x 2 = 50																		
<b>Total</b>			<b>70 marks</b>																		

## References

1. Sherlekar S A and Krishnamoorthy R, Marketing Management; Concepts and Cases, *Himalaya Publishing House*
2. Pillai R S N and Bagavathi, Marketing Management, *S Chand and Company*
3. Saxena, Rajan, Marketing Management, *McGraw Hill*
4. Ramaswamy V S, Marketing Management, *Mac Millan India*
5. Nair, Rajanand Gupta C B, Marketing Management: Text and Cases, *Sultan Chand & Sons*
6. Sontakki C N, Marketing Management: *Kalyani Publishers*

## Suggested Readings

1. Kotler, Philip and Keller, Kevin Lane, Marketing Management, *Pearson*
2. Kotler, Philip, Marketing 4.0: Moving from Traditional to Digital, *Wiley*
3. Stanton, Willima J, Etzel, Michael Jandwalker, Bruce J, Fundamentals of Marketing Management, *McGraw Hill*







## St Thomas College Palai Autonomous

<b>Programme</b>						
<b>Course Name</b>	<b>BUSINESS AND SUSTAINABLE DEVELOPMENT</b>					
<b>Type of Course</b>	DSC B					
<b>Course Code</b>	24U2BSTDSC100					
<b>Course Level</b>	100					
<b>Course Summary</b>	This course provides an understanding on the need for sustainable practices in business and various strategies adopted by business organisations to ensure sustainability. The course also provides an understanding on the Sustainable Development Goals					
<b>Semester</b>	2	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	0	1	0	75
<b>Pre-requisites, if any</b>	Basic understanding on the concept of business and its responsibilities					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome At the end of the course the students shall be able to:	Learning Domains*	PO No
1	Understand the concept of sustainability and various sustainable business practices	Understand	1,2,3,7
2	Develop an understanding and application of the Sustainable Development Goals and application in decisions making	Understand	1,2,3,6, 7,8,10
3	Evaluate and appreciate the strategies and instruments relating to sustainable Finance, Investment and Accounting	Appreciate	1,2,3,6, 7,8,10
4	Identify and apply various sustainable practices	Apply	1,2,3,6, 7,8,10

**\*Remember(K), Understand(U),Apply(A),Analyse(An),Evaluate(E),Create(C),Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Business and Sustainability	1.1	Environment of business - Social, Economic, Political, Cultural and Legal-	3	1
	1.2	Sustainable Development- Meaning, Importance and History- Components- Feasibility of Sustainable development-	3	1
	1.3	Sustainability and international conventions and agreements- Sustainable development framework in India	3	1
	1.4	Concept of Bottom of the Pyramid - Triple Bottom line and three pillars	3	4
	1.5	Ecopreneurship, social entrepreneurship Sustainopreneurship (Entrepreneurship with sustainable ideas),	3	4
	1.6	Group activities and discussions based on sustainable business ideas and practices	5P	4
2. Sustainable Development Goals and Business Role	2.1	Sustainable Development Goals-From MDGs to SDGs – Role of UNDP	2	2
	2.2	SDGs 1 to 17 – a brief overview- SDGs in India- Key performance indicators-	5	2
	2.3	Role of business in sustainability- Challenges in creation of green economy-	3	2, 4
	2.4	Sustainability in decision making in connection with marketing – Green marketing	3	2,5
	2.5	Concept of Biomimetics or Biomimicry and its role in sustainability	2	3,4
	2.6	Presentation/ exhibitions/ seminars etc. based on the idea of sustainability and environmentally friendly activities (in association with fora like IIC, IEDC, Clubs and associations etc.)	8 P	2,3,4
	2.7	Project ideas with sustainability	5P	4
3. Emerging Trends in sustainable finance and investments	3.1	Sustainable Finance and Investment- Fundamentals and Pillars of Sustainable finance-Instruments	3	3
	3.2	Responsible investments – Green bonds – Operational mechanism and merits - Masala Green bonds	2	3,
	3.3	Carbon Credits- Importance-	2	3

		Socially Responsible Mutual Funds		
	3.4	Discussions on research articles/ books etc. focusing on green initiatives/ sustainability etc.	4P	3,4
	3.5	Discussions and suggestions of implementation of SDG in the institution	5P	4
3. Accounting and Sustainability, Application of Sustainability in Business	4.1	Green Accounting and Social Accounting	3	3, 5
	4.2	Corporate Financial Reporting- Sustainability Reporting and Triple Bottom Line Reporting	3	3
	4.3	Sustainability Accounting Standards Board- Guiding Principles- Scope	2	3
	4.4	Discussions on research articles/ books etc. On Developments in accounting related to environment and sustainability	3P	4
5. International Business and Sustainability	5.1	International business – An introduction		1,4
	5.2	Export business procedures (Practical)		2,3
	5.3	Tariff and Non-tariff barriers		1,4
	5.4	Balance of Payments		1,4

<b>Teaching and Learning Approach</b>	<b>Classroom procedure (Mode of Transaction)</b>
	<ul style="list-style-type: none"> <li>• Activity Learning</li> <li>• Reflective Learning</li> <li>• Experimental Learning</li> <li>• Flip Classroom</li> <li>• Industrial Visits</li> <li>• Discussions and Presentations</li> <li>• Seminars and exhibitions</li> <li>• Video Presentations</li> </ul>

<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b>	
	<b>A. Continuous Comprehensive Assessment (CCA) – 30 marks</b>	
	<b>Particulars</b>	<b>Marks</b>
	Written Test (2 Nos.)	<b>15</b>
	Written Assignment (1 No)	<b>5</b>
Practical Assignment (2 Nos.)	<b>10</b>	
	<b>Total</b>	<b>30</b>
	<b>B. End Semester examination – 70 marks</b>	
	<b>Mode</b>	<b>Time in Hours Maximum</b>
	Project & Presentation – 50 marks	As fixed
	Viva – 20 marks	
	<ul style="list-style-type: none"> <li>The students shall prepare a short project report of 15 to 25 pages, and the work can be carried out individually or as a group activity. The report can be a printed one or a video-based presentation and shall be based on the concept of sustainability / sustainable ideas/ sustainable business development. There shall be a presentation of the report. The evaluation of the report for 30 marks and presentation for 20 marks shall be carried out by Internal examiner(s) as decided by the Department Council and the HoD. The evaluation shall consider the idea presented, or the practices reported , the content, references, etc. Besides, there shall be viva voce examination based on the modules for 20 marks</li> </ul>	

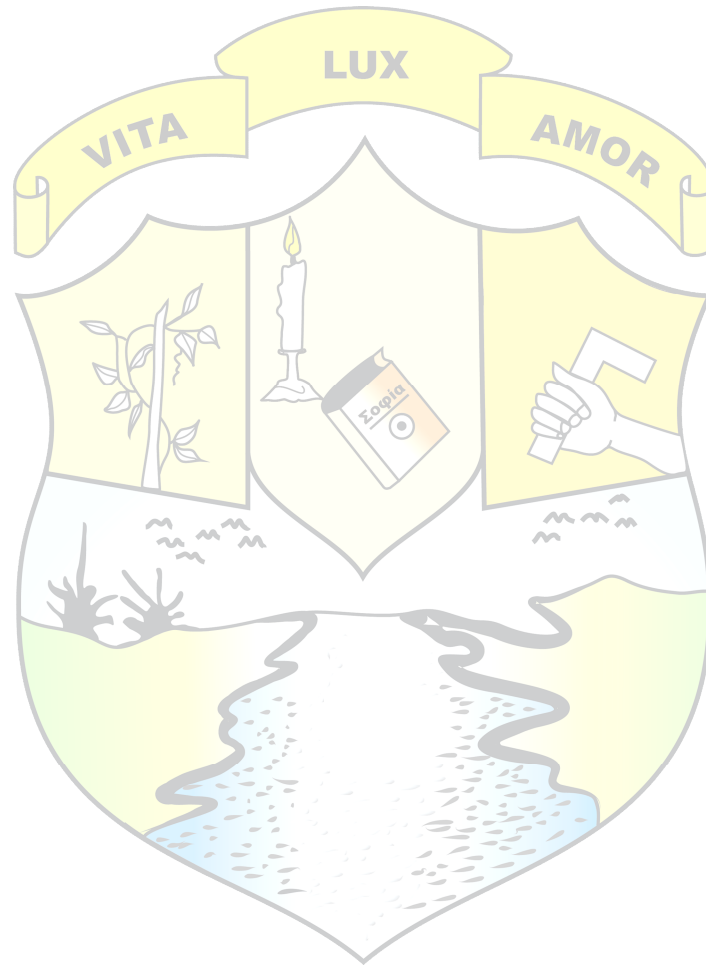
### References

1. Amarchand, Government and Business, *Tata McGraw Hill*
2. Jha R and Bhanumurthy, K.V.— Environmental Sustainability – Consumption Approach-Routledge, London.
3. Trivedi, V. and Shrivastava, V.K., Environment and Social Concern, *Concept Publishing*

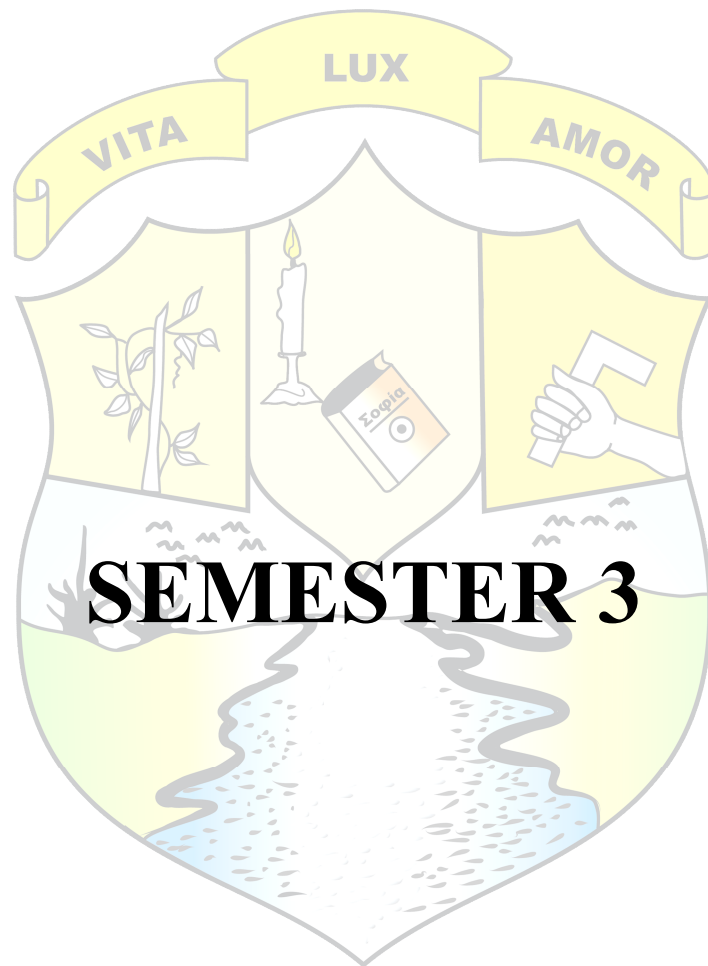
### Suggested Readings

1. Reid, D.(1995). *Sustainable Development: An Introductory Guide*. London: Earthscan
2. Edwards, A.R., & Orr, D.W.(2005). *The Sustainability Revolution: Portrait of a Paradigm Shift*. British Columbia: New Society Publishers.

3. Prahlad C K, Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits, *Prentice Hall*
4. Naik, I.S.—Environmental Movements, State and Civil Society *Rawat Publications*.
5. <http://www.sacep.org/pdf/Reports-Technical/2002-UNEP-SACEP-Law-Handbook-India.pdf>
6. <https://www.undp.org>
7. <https://smarcities.gov.in/>
8. <https://moef.gov.in/wp-content/uploads/wssd/doc2/ch2.html>









## St Thomas College Palai Autonomous

<b>Programme</b>						
<b>Course Name</b>	<b>ENTREPRENEURSHIP AND STARTUPS</b>					
<b>Type of Course</b>	DSC B					
<b>Course Code</b>	24U3BSTDSC200					
<b>Course Level</b>	200					
<b>Course Summary</b>	The course is intended to provide learners with an expansive idea on the importance, scope, skills sets and role of entrepreneurs. The course is designed to instill motivation among the learners to pitch their ideas and turn the same to successful ventures. Insightful knowledge and understanding on the stages like idea generation, business plan development, support systems etc. are provided through participative and experiential learning.					
<b>Semester</b>	3	<b>Credits</b>			4	<b>Total Hours</b>
<b>Course Details</b>	<b>Learning Approach</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Others</b>	
		3	-	1	0	75
<b>Pre-requisites, if any</b>	Basic idea of business, its objectives and types of business organisation.					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome At the end of the course the students shall be able to:	Learning Domains*	PO No
1	Demonstrate a deep understanding of entrepreneurial concepts, journey and generation of ideas	Understand	1
2	Develop an understanding on successful business models	Understand,	1,6,7
3	Effectively manage financial aspects of a new venture and Formulate and execute plans tailored to startup needs.	Evaluate, Create	1,6
4	Understand and Analyze the support systems and schemes for entrepreneurship	Analyse	1,2
5	Develop ideas, model plans, participate in entrepreneurial related activities	Skill	2,9

**\*Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Entrepreneurs hip– Introduction, Ideation and Business Models	1.1	Meaning and characteristics of entrepreneurship - Business as a money/ income generating affair - functions of an entrepreneurs	1	1
	1.2	Entrepreneurial classifications	1	1
	1.3	Importance of entrepreneurship in diverse fields- Economic Growth, Innovation and Creativity, Job Creation, Adaptability and Resilience, Diversity and Inclusion, Technology Advancement, Community Development, Global Competitiveness, Social Impact, Continuous Learning, and Improvement	1	1
	1.4	Entrepreneurial Journey – From inspiration to launch	1	1
	1.5	Developing an entrepreneurial mindset - Embrace Risk and Uncertainty, cultivate a Growth Mindset, develop a Bias for Action, Value Creativity and Innovation, Build Resilience, Adopt an Opportunity - Oriented Mindset, Emphasize Customer – Centric Thinking, Foster a Network of Relationships, Value Continuous Learning, Practice Adaptability	2	1,2
	1.5	Introduction to various Business models: B2B, B2C, C2C, C2B, B2B2C, B2C.	1	1,2
	1.6	Retail model manufacturing model, manufacturing model, fee for Service model, subscription model, bundling model, product as a Service model, leasing model, franchise model.	1	1,2
	1.7	Startups and Models for Startups – Marketplace models, on demand models, disintermediation model, subscription model, freemium model, virtual good model and reseller models	2	1,2
2. Nurturing Ideas and Crafting Business Plans	1.8	Case Studies - Success Stories of Entrepreneurs and failure stories of entrepreneurs Case Studies, Field Trips, Interviews- Start-up enterprises, local enterprises, inspiring stories of young and student entrepreneur	10P	1,2,5
	2.1	Creativity, Innovation and Invention – Differences - Stages of creativity – Types of innovation - Disruptions and Strategies of disruptions	3	1,2

	2.2	Ideation phase-Techniques for generating business ideas - Problem-Solving Approach, Market Research, Observation and Empathy, SWOT Analysis, Brainstorming Sessions, Mind Mapping, SCAMPER Technique, Role Reversal, Trend Analysis, Customer Feedback and Surveys, Networking and Discussions, Franchiseand Licensing Opportunities, Environmental Scanning, Hobbies and Interests, Cross-Industry Inspiration	3	1,2
	2.3	Methods for validating business ideas-	2	1,2
	2.4	Identifying market opportunities, Creating a marketing strategy - Identify the criteria that must be considered when studying a market	1	1,2,3
	2.5	Idea generation and Idea Presentation activities	6P	1,2,3,5
3.Business Plan Development, Monetisation and Funding Options	3.1	Introduction to Business Plan Development - Importance of a Business Plan, Components of a Business Plan Executive Summary to Projections	3	3
	3.2	Introduction to Pitching and Presentation Importance of Effective Pitching, Elements of a Successful Pitch, Knowing Your Audience Elevator Pitching, Analyzing successful pitches Crafting and practicing an elevator pitch Identifying key elements of effective communication	3	3
	3.3	Monetisation and Bootstrapping – Advantages and Stages of bootstrapping	3	3
	3.4	Incubators and Start-Ups- Stage-wise sources of finance for start ups-Methods of financing start ups-Self funding, Crowd Funding, Angel Funding, Funding from incubators and accelerators, venture capital, Loan and other sources-Govt support for startups - Cluster Development	4	3,4
	3.5	Preparation and Presentation of Business Plans	8P	3,5
4. Entrepreneurial Support in India	4.1	Entrepreneurial Education and training - Entrepreneurship Development Programmes - Objectives and Methodology	3	4
	4.2	Schemes to promote startups – StartUp India - Kerala Start up mission	2	4
	4.3	Schemes - initiatives and assistance- Green Channel clearances - Bridge Capital – Seed Capital Assistance	2	4
	4.4	Special Institutions for Entrepreneurial Development and assistance in India, Functions of EDII and DIC	1	4
	4.6	How to register various forms of business ie; sole proprietorship with local Panchayat – partnership and LLP under the Partnership Act and LLP Act respectively- Private company and Public limited company and sec 8	4 T+ 6P	4,5

		Companies under Companies Act. Registration of Incubation Centres		
	4.7	Government efforts to foster and motivate entrepreneurship in Colleges – Institution Innovation Council, IEDC, ED Clubs, YIP etc. – Understanding and Participation	1	5
5	5	Teacher Specific Module		

<b>Teaching and Learning Approach</b>	<p><b>Classroom Procedure (Mode of transaction)</b></p> <ul style="list-style-type: none"> <li>• Activity learning</li> <li>• Reflective learning</li> <li>• Collaborative learning</li> <li>• Experiential learning</li> <li>• Problem - based learning</li> <li>• Interdisciplinary learning</li> <li>• Games and Simulations</li> <li>• Reflective Practice</li> <li>• Flip-Classroom</li> <li>• Role play</li> <li>• Interaction with entrepreneurs</li> <li>• Industrial Visit</li> <li>• Idea Presentation</li> </ul>												
<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>A. Continuous Comprehensive Assessment (CCA) – 30 marks</b></p> <p>(a) MCQ based test</p> <p>(b) Idea presentation in classrooms or fests</p> <p>(c) Prototype/ Design/ Art/ Instruments/ Apps OR Preparing and presenting Business Plans OR Paper presentations in seminars or workshops related to Entrepreneurship.</p> <p>(d) Identify scalable business from nearby locality by way of field trips, interviews etc. and presentation of report OR Case Study of successful entrepreneurs OR Report of presentation and participation in the activities of IIC, IEDC, ED Club etc.</p>												
	<p><b>B. End Semester examination – 70 marks</b></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Mode</th> <th style="text-align: center;">Time in Hours Maximum</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Written Examination</td> <td style="text-align: center;">2</td> </tr> </tbody> </table> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Question Type</th> <th style="text-align: center;">Number of questions to</th> <th style="text-align: center;">Answer word/ page limit</th> <th style="text-align: center;">Marks</th> </tr> </thead> <tbody> <tr> <td style="height: 20px;"></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Mode	Time in Hours Maximum	Written Examination	2	Question Type	Number of questions to	Answer word/ page limit	Marks				
Mode	Time in Hours Maximum												
Written Examination	2												
Question Type	Number of questions to	Answer word/ page limit	Marks										

		answered		
	Section A - Very Short Answer	10 out of 12	Word, Phrase, or a Sentence	10 x 1= 10 marks
	Section B - Case Study/ Situation Analysis	1 out of 3	Question Based	1 x 30 = 30 marks
	Section C- Project Report or Business Idea Presentation	1 out of 3	Question Based	1x 30= 30 marks
		<b>Total</b>		<b>70 marks</b>

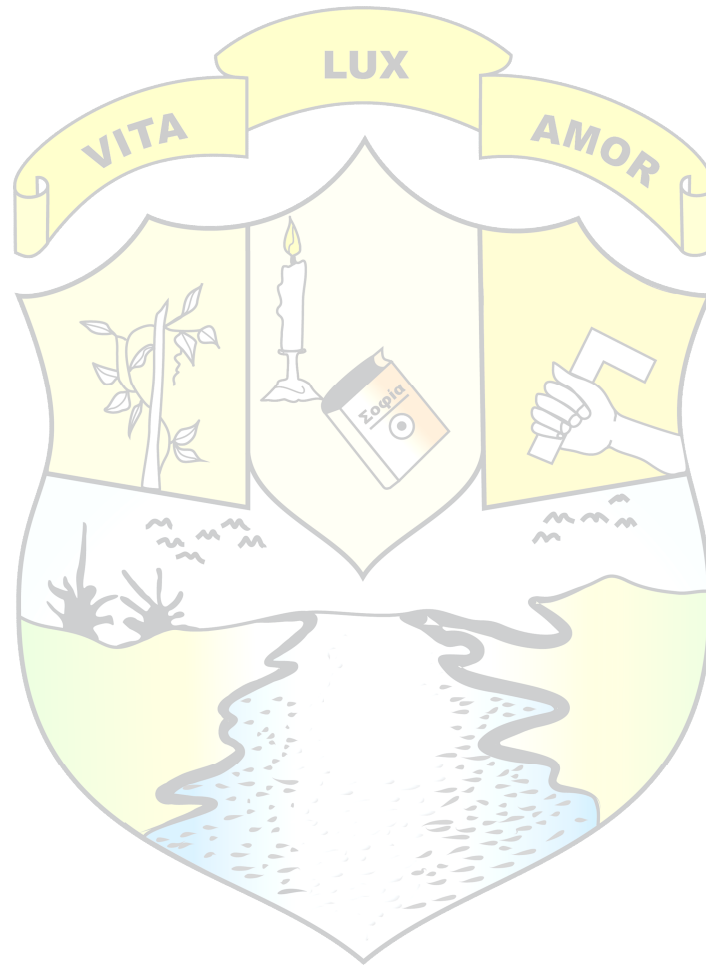
### References

1. Desai, Vasanth, Small Business Entrepreneurship, Himalaya Publications
2. Gupta C B, Sreenivasan N. P, Entrepreneurial Development, Sultan Chand Publications
3. Khanka S S, Entrepreneurial Development, S Chand Publishing
4. Sood S K and Aroa, Renu, Fundamentals of Entrepreneurship and Small Business, Kalyani Publishers
5. Roy, Rajeev, Entrepreneurship, Oxford University press

### Suggested Readings

1. Zeroto One: Notes on Startups, or How the Build the Future by Peter Thiel
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3. India as Global Start-up Hub: Mission with Passion by C B Rao
4. Elon Musk: Tesla, Space X, and the Quest for a Fantastic Future by Ashlee Vance
5. Steve Jobs by Walter Isaacson
6. Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker
7. The Innovator's Solution: Creating and Sustaining Successful Growth by Clayton M Chrisensen.
8. Trajectory: Startup: Ideation to Product/ Market Fit by Dave Parker.
9. The Minimalist Entrepreneur: How Great Founders Do More with Less by Sahil Lavingia.
10. <https://www.startupindia.gov.in/>
11. <https://startupmission.kerala.gov.in/>

12. <https://www.msde.gov.in/>
13. The Journal of Entrepreneurship, Sage Journals
14. Journal of Innovation and Entrepreneurship, Springer









## St Thomas College Palai Autonomous

<b>Programme</b>						
<b>Course Name</b>	<b>ENTREPRENEURSHIP AND STARTUPS</b>					
<b>Type of Course</b>	DSC C					
<b>Course Code</b>	24U4BSTDSC200					
<b>Course Level</b>	200					
<b>Course Summary</b>	The course is intended to provide learners with an expansive idea on the importance, scope, skills sets and role of entrepreneurs. The course is designed to instill motivation among the learners to pitch their ideas and turn the same into successful ventures. Insightful knowledge and understanding on the stages like idea generation, business plan development, support systems etc. are provided through participative and experiential learning.					
<b>Semester</b>	4	<b>Credits</b>			4	<b>Total Hours</b>
<b>Course Details</b>	<b>Learning Approach</b>	Lecture 3	Tutorial 0	Practical 1	Others 0	
<b>Pre-requisites, if any</b>	Basic idea of business, its objectives and types of business organisation.					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome At the end of the course the students shall be able to:	Learning Domains*	PO No
1	Demonstrate a deep understanding of entrepreneurial concepts, journey and generation of ideas	Understand	1
2	Develop an understanding on successful business models	Understand,	1,6,7
3	Effectively manage financial aspects of a new venture and Formulate and execute plans tailored to startup needs.	Evaluate, Create	1,6
4	Understand and Analyse the support systems and schemes for entrepreneurship	Analyse	1,2
5	Develop ideas, model plans, participate in entrepreneurial related activities	Skill	2,9

**\*Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill (S), Interest (I) and Appreciation (Ap)**

## COURSECONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1. Entrepreneurship – Introduction, Ideation and Business Models	1.1	Meaning and characteristics of entrepreneurship - Business as a money/ income generating affair - functions of an entrepreneur	1	1
	1.2	Entrepreneurial classifications	1	1
	1.3	Importance of entrepreneurship in diverse fields- Economic Growth, Innovation and Creativity, Job Creation, Adaptability and Resilience, Diversity and Inclusion, Technology Advancement, Community Development, Global Competitiveness, Social Impact, Continuous Learning, and Improvement	1	1
	1.4	Entrepreneurial Journey – From inspiration to launch	1	1
	1.5	Developing an entrepreneurial mindset - Embrace Risk and Uncertainty, cultivate a Growth Mindset, develop a Bias for Action, Value Creativity and Innovation, Build Resilience, Adopt an Opportunity - Oriented Mindset, Emphasize Customer – Centric Thinking, Foster a Network of Relationships, Value Continuous Learning, Practice Adaptability	2	1,2
	1.5	Introduction to various Business models: B2B, B2C, C2C, C2B, B2B2C, B2C.	1	1,2
	1.6	Retail model manufacturing model, manufacturing model, fee for Service model, subscription model, bundling model, product as a Service model, leasing model, franchise model.	1	1,2
	1.7	Startups and Models for Startups – Marketplace models, on demand models, disintermediation model, subscription model, freemium model, virtual good model and reseller models	2	1,2
	1.8	Case Studies - Success Stories of Entrepreneurs and failure stories of entrepreneurs Case Studies, Field Trips, Interviews- Start-up enterprises, local enterprises, inspiring stories of young and student entrepreneur	10P	1,2,5
2. Nurturing Ideas and Crafting Business Plans	2.1	Creativity, Innovation and Invention – Differences - Stages of creativity – Types of innovation - Disruptions and Strategies of disruptions	3	1,2

	2.2	Ideation phase-Techniques for generating business ideas - Problem-Solving Approach, Market Research, Observation and Empathy, SWOT Analysis, Brainstorming Sessions, Mind Mapping, SCAMPER Technique, Role Reversal, Trend Analysis, Customer Feedback and Surveys, Networking and Discussions, Franchiseand Licensing Opportunities, Environmental Scanning, Hobbies and Interests, Cross-Industry Inspiration	3	1,2
	2.3	Methods for validating business ideas-	2	1,2
	2.4	Identifying market opportunities, Creating a marketing strategy - Identify the criteria that must be considered when studying a market	1	1,2,3
	2.5	Idea generation and Idea Presentation activities	6P	1,2,3,5
3.Business Plan Development, Monetisation and Funding Options	3.1	Introduction to Business Plan Development - Importance of a Business Plan, Components of a Business Plan Executive Summary to Projections	3	3
	3.2	Introduction to Pitching and Presentation Importance of Effective Pitching, Elements of a Successful Pitch, Knowing Your Audience Elevator Pitching, Analyzing successful pitches Crafting and practicing an elevator pitch Identifying key elements of effective communication	3	3
	3.3	Monetisation and Bootstrapping – Advantages and Stages of bootstrapping	3	3
	3.4	Incubators and Start-Ups- Stage-wise sources of finance for start ups-Methods of financing start ups-Self funding, Crowd Funding, Angel Funding, Funding from incubators and accelerators, venture capital, Loan and other sources-Govt support for startups - Cluster Development	4	3,4
	3.5	Preparation and Presentation of Business Plans	8P	3,5
4. Entrepreneurial Support in India	4.1	Entrepreneurial Education and training - Entrepreneurship Development Programmes - Objectives and Methodology	3	4
	4.2	Schemes to promote startups – StartUp India - Kerala Start up mission	2	4
	4.3	Schemes - initiatives and assistance- Green Channel clearances - Bridge Capital – Seed Capital Assistance	2	4
	4.4	Special Institutions for Entrepreneurial Development and assistance in India, Functions of EDII and DIC	1	4
	4.6	How to register various forms of business ie; sole proprietorship with local Panchayat – partnership and LLP under the Partnership Act and LLP Act respectively- Private company and Public limited company and sec 8	4 T+ 6P	4,5

		Companies under Companies Act. Registration of Incubation Centres		
	4.7	Government efforts to foster and motivate entrepreneurship in Colleges – Institution Innovation Council, IEDC, ED Clubs, YIP etc. – Understanding and Participation	1	5
5	5	Teacher Specific Module		

<p><b>Teaching and Learning Approach</b></p>	<p><b>Classroom Procedure (Mode of transaction)</b></p> <ul style="list-style-type: none"> <li>• Activity learning</li> <li>• Reflective learning</li> <li>• Collaborative learning</li> <li>• Experiential learning</li> <li>• Problem - based learning</li> <li>• Interdisciplinary learning</li> <li>• Games and Simulations</li> <li>• Reflective Practice</li> <li>• Flip-Classroom</li> <li>• Role play</li> <li>• Interaction with entrepreneurs</li> <li>• Industrial Visit</li> <li>• Idea Presentation</li> </ul>												
<p><b>Assessment Types</b></p>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>A. Continuous Comprehensive Assessment (CCA) – 30 marks</b></p> <p>(a) MCQ based tests</p> <p>(b) Idea presentation in classrooms or fests</p> <p>(c) Prototype/ Design/ Art/ Instruments/ Apps OR Preparing and presenting Business Plans OR Paper presentations in seminars or workshops related to Entrepreneurship.</p> <p>(d) Identify scalable business from nearby locality by way of field trips, interviews etc. and presentation of report OR Case Study of successful entrepreneurs OR Report of presentation and participation in the activities of IIC, IEDC, ED Club etc.</p>												
	<p><b>B. End Semester examination – 70 marks</b></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Mode</th> <th>Time in Hours Maximum</th> </tr> </thead> <tbody> <tr> <td>Written Examination</td> <td>2</td> </tr> </tbody> </table> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Question Type</th> <th>Number of questions to</th> <th>Answer word/ page limit</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Mode	Time in Hours Maximum	Written Examination	2	Question Type	Number of questions to	Answer word/ page limit	Marks				
Mode	Time in Hours Maximum												
Written Examination	2												
Question Type	Number of questions to	Answer word/ page limit	Marks										

		answered		
	Section A - Very Short Answer	10 out of 12	Word, Phrase, or a Sentence	10 x 1= 10 marks
	Section B - Case Study/ Situation Analysis	1 out of 3	Question Based	1 x 30 = 30 marks
	Section C- Project Report or Business Idea Presentation	1 out of 3	Question Based	1x 30= 30 marks
	<b>Total</b>			<b>70 marks</b>

### References

1. Desai, Vasanth, Small Business Entrepreneurship, Himalaya Publications
2. Gupta C B, Sreenivasan N. P, Entrepreneurial Development, Sultan Chand Publications
3. Khanka S S, Entrepreneurial Development, S Chand Publishing
4. Sood S K and Aroa, Renu, Fundamentals of Entrepreneurship and Small Business, *Kalyani Publishers*
5. Roy, Rajeev, Entrepreneurship, *Oxford University press*

### Suggested Readings

1. Zeroto One: Notes on Startups, or How the Build the Future by Peter Thiel
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3. India as Global Start-up Hub: Mission with Passion by C B Rao
4. Elon Musk: Tesla, Space X, and the Quest for a Fantastic Future by Ashlee Vance
5. Steve Jobs by Walter Isaacson
6. Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker
7. The Innovator's Solution: Creating and Sustaining Successful Growth by Clayton M Chrisensen.

## Websites

1. Trajectory: Startup: Ideation to Product/ Market Fit by Dave Parker.
2. The Minimalist Entrepreneur: How Great Founders Do More with Less by Sahil Lavingia.
3. <https://www.startupindia.gov.in/>
4. <https://startupmission.kerala.gov.in/>
5. <https://www.msde.gov.in/>
6. The Journal of Entrepreneurship, Sage Journals
7. Journal of Innovation and Entrepreneurship, Springer

