



# SREE KRISHNA COLLEGE, GURUVAYUR

## DEPARTMENT OF COMMERCE

Subject Name Certificate  
Course In Commerce

Paper Name :Certificate Course  
on Start-Up Essentials and  
Business Plan  
Preparation

Course Code CERSKCCOM(2)

Objective: To introduce the  
students to the fundamentals of  
entrepreneurship, start-ups, and  
the  
entrepreneurial mindset..

Hours 30

Certificate Course on  
Start-Up Essentials  
and Business Plan  
Preparation

2019-2020

Course Code :  
CERSKCCOM

### Introduction

This syllabus equips undergraduate students with the essential tools for understanding and creating their own start-ups while also preparing them to present and execute business plans.

HEAD OF THE DEPARTMENT  
DR.JISHA S KUMAR

**SREE KRISHNA COLLEGE, GURUVAYUR**

Post-Graduate Department of Commerce

**Certificate Course on 'START-UP ESSENTIALS AND BUSINESS PLAN  
PREPARATION'  
2019-2020**

**Course Code: CERSKCCOM1**

*The Department of Commerce is offering a certificate course 'START-UP ESSENTIALS AND BUSINESS PLAN PREPARATION' to the students of Sree Krishna College, Guruvayur. This course is designed with a view to instill a general overview of Start-up Essentials and Business Plan Preparation with a view to put it into practice in their career. This is a thirty-hour course and the class timing is between 3.30pm and 4.30 pm. All those students who wish to be inclined towards Start-up Essentials and Business Plan Preparation can enroll to this course.*

**Total Hours: 30**

**Total Marks: 40**

**Course Objectives:**

- To provide awareness of the fundamentals of entrepreneurship and start-up.
- To familiarize the students with preparation of Business plans.

**Course Outcome:**

- To aid the students to develop an entrepreneurial mindset and the ability to think creatively about business opportunities
- To equip the students how to create a well-researched and structured business plan, including financial projections and risk analysis.
- To enable the students to understand the ecosystem of start-ups, funding options, and legal frameworks necessary to establish a start-up.
- To give assistance to the students to effectively pitch business ideas to potential investors or partners, preparing them for real-world entrepreneurial challenges.

**Organization of course content:**

<b>Course content</b>	<b>Type of activity</b>	<b>Hours engaged</b>
Acquiring knowledge	Provide lectures about Start-ups and Business plans which will help them to prepare business plans and scale the start-up.	8
Applying theoretical/ practical skills	Presentation of Start-up idea, Preparation of comprehensive business plan	18
Assessment	Conducting test papers, Assignments.	4

*To  
Jisha*  
*Dr. Jisha S. Kumar*



## Syllabus

### MODULE I

Introduction to Entrepreneurship and Start-Up Ecosystem- Types of entrepreneurs, Key players in the start-up ecosystem: incubators, accelerators, investors, Government initiatives and policies supporting start-ups, Identifying Business opportunities 6 hours

### MODULE II

Developing a Business Model- Business plan, Business model canvas, Market research and validation- techniques of Primary and Secondary market research, Customer Discovery and Validation Process, Competitive Analysis- SWOT analysis 6 hours

### MODULE II

Basics of Business Plan- Meaning & Types of Business Plan, Structure of Business Plan, Financial Projections- Basic financial Statements, Break-even Analysis, Risk Analysis and Contingency Planning 8 hours

### MODULE IV

Financing Start-ups and Legal Considerations- Sources of Start-up Funding, Pitching to investors, Legal aspects of Starting Business-Business Registration and incorporation, Intellectual Property Rights, Contracts and Agreement 5 hours

### MODULE V

Implementation, Growth and Sustainability Strategies- Execution of Business Plan, Marketing and Sales Strategies, Scaling and Growth Strategies, Sustainability in Startups 5 hours

#### References:

1. Fundraising Decoded: For First Time Founders & Entrepreneurs | A Guide for Startup Founders on Navigating of Raising Capital, Venture Deals, Valuations, Investor Pitch Due Diligence- ZebraLearn Book.
2. "Start Your Own Business" by The Staff of Entrepreneur Media
3. "The Business Startup Checklist and Planning Guide" by John A. Kossler

*Jisha*  
D. Jisha S. Kumar.



**SREEKRISHNA COLLEGE, GURUVAYUR**  
**DEPARTMENT OF COMMERCE**  
**CERTIFICATE COURSE – CERSKCCOM 1: Start-Up Essentials And Business Plan**

**Preparation**  
**MARCH 2020**

DURATION: 1 ½ hrs

Maximum Marks: 40

Section A

Answer any 5 questions. Each question carries 2 marks

1. Define entrepreneurship.
2. What is the role of incubators in a start-up ecosystem?
3. What is a Business Model Canvas?
4. What are intellectual property rights (IPR)?
5. What are the key elements of a business plan?

(5x2=10 marks)

Section B

Answer any 4 questions. Each question carries 5 marks

7. Discuss the importance of government initiatives and policies in supporting start-ups.
8. Explain the steps involved in developing a business model.
9. What is the role of investors in the start-up ecosystem?
10. Explain the process of pitching to investors for start-up funding.
11. Describe the structure of a business plan.

(4x5=20 marks)

Section C

Answer any one question. One question carries 10 marks

12. Explain the implementation and execution of a business plan, focusing on the key challenges and strategies to overcome them.
13. Discuss sustainability strategies for start-ups and their importance for long-term growth.

(1x10=10 marks)

*Jisha*  
A. Jisha S. Kumar.



Report on Certificate Course: **START-UP ESSENTIALS AND BUSINESS PLAN PREPARATION**

The Certificate Course titled "**Start-Up Essentials And Business Plan Preparation**" for students at Sree Krishna College, Guruvayur aimed to equip students with essential theoretical and practical knowledge of Start-Up Essentials And Business Plan Preparation, aligning with their academic pursuits in finance and commerce. The course provided students with a solid foundation for understanding Start-ups and Entrepreneurship and also business plan preparation which is crucial for those interested in careers in Entrepreneurship. The assessment criteria included a combination of the final examination, internal assessments, attendance, and submission of assignments, which were mandatory for all participants. Based on these factors, final grading was assigned, and certificates were awarded to successful candidates. The course has been well-received, with students expressing appreciation for the practical insights and knowledge gained regarding Start-up Ideas and business plan preparations. Overall, the Certificate Course in Start-Up Essentials And Business Plan Preparation has been a significant addition to the curriculum, fostering students' interests in Entrepreneurships and preparing them for future academic and professional endeavors.

*Jisha.*

*Dr. Jisha S. Kumar*

