



KAMALDNP

kamaldnp.com • IT Training, Varanasi

PDF created by Raj Kamal using AI

Entrepreneurship and Start-ups — Complete Syllabus

BTEUP Diploma in Computer Science & Engineering • 6th Semester • Session 2026-27
Subject 6.2 (Humanities — Theory) • Total 100 Marks • 2 Credits • L 2

Examination Scheme

Code	Paper	Type	L - P	Credits	Internal	External	Total
6.2	Entrepreneurship and Start-ups	Theory (Humanities)	2 - 0	2	Theory 40	Theory 60 (3 hrs)	100
Entrepreneurship and Start-ups Total				2	40	60	100

What This Subject Aims To Do

Explore the objectives of Entrepreneurship, including innovation, wealth creation, and societal impact, and learn how entrepreneurs foster economic growth. Entrepreneurship drives the economy and is fundamental to all innovation and development.

Unit-Wise Complete Topic List

Unit	Topic	Periods	Marks Share
1	Introduction to Entrepreneurship and Start-Ups	2	17%
2	Business Ideas and their implementation	6	14%

3	Ideas to Start-up	6	20%
4	Management	4	17%
5	Financing and Protection of Ideas	6	21%
6	Succession, Dissolution and Harvesting strategy	4	11%

Unit 1 — Introduction to Entrepreneurship and Start-Ups (2 Periods, 17%)

Topics: Definitions, Classification of Entrepreneur; Traits of an Entrepreneur, Intrapreneurship, Motivation; Types of Business Structures — on the basis of size and on the basis of ownership; Similarities/differences between entrepreneurs and managers.

Unit 2 — Business Ideas and their implementation (6 Periods, 14%)

Topics: Discovering ideas and visualizing the business; Activity map; Business Plan (Case Study).

Unit 3 — Ideas to Start-up (6 Periods, 20%)

Topics: Marketing and Accounting — Definition and Importance; Market Analysis — STP (Segmentation, Targeting, Positioning); Competition evaluation and Strategy Development — Vision, Mission, Goal, Objectives; Risk analysis — SWOT Analysis.

Unit 4 — Management (4 Periods, 17%)

Topics: Definition, Concept and Functions of Management; Company's Organization Structure — Concept and Classification; Recruitment and Selection — Definition; Training and Development — Importance.

Unit 5 — Financing and Protection of Ideas (6 Periods, 21%)

Topics: Financing methods available for Entrepreneurship / Startups in India (Government Scheme, Banking, NBFCs, SHG and Micro Financing); Intellectual Property Rights — Overview of Copyrights, Trademark, Geographical Indicators, Patenting and Licenses; Communication of Ideas to potential investors — Investor Pitch.

Unit 6 — Succession, Dissolution and Harvesting strategy (4 Periods, 11%)

Topics: Ways of succession; Types of Dissolution.

Course Outcomes

- CO 1: Understand the basic of Entrepreneurship and Business Structures.
- CO 2: Planning and implementation of Business ideas.
- CO 3: Understanding Strategical Market Analysis.
- CO 4: Manage Organizational roles.
- CO 5: Understanding various Financial schemes.

Suggested Software / Learning Websites

- <https://www.fundable.com/learn/resources/guides/startup>
- <https://corporatefinanceinstitute.com/resources/knowledge/finance/corporate-structure/>
- <https://www.finder.com/small-business-finance-tips>
- <https://www.profitbooks.net/funding-options-to-raise-startup-capital-for-your-business/>
- NPTEL Course on Entrepreneurship — https://onlinecourses.nptel.ac.in/noc23_mg74/ preview
- National Geographic Channel YouTube video on “GI Tag Crafts of Bharat”

Reference Books (as listed in the syllabus)

- The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company — Steve Blank and Bob Dorf, K & S Ranch, ISBN 978-0984999392.
- Entrepreneurship Development (A new Venture creation) — Vasant Desai, Himalaya Publication.
- Entrepreneurship Development — Khanka S.S., S Chand & Company Limited, New Delhi.
- Entrepreneurship Development — Gupta and Srinivasan, S Chand & Company Limited, New Delhi.
- Demand: Creating What People Love Before They Know They Want It — Adrian J. Slywotzky with Karl Weber, Headline Book Publishing, ISBN 978-0755388974.
- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses — Eric Ries, Penguin UK, ISBN 978-0670921607.
- The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business — Clayton M. Christensen, Harvard Business Review Press, ISBN 978-142219602.

follow the official syllabus; short explanations are the author's own plain-English summaries, not syllabus text.
Please confirm with your own polytechnic for any local changes.

