



BBA

Semester IV

Calicut University

Entrepreneurship Essentials

Course Code: BBA4CJ203 • Module SYLLABUS Notes

Course Syllabus

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Module I: Introduction to Entrepreneurship & Opportunity Identification

- Unit 1: Entrepreneurship Concept, Traits, Mindset, and Economic Role.
- Unit 2: Types of Entrepreneurs – Tech, Social, Women, Intrapreneurs.
- Unit 3: Opportunity Identification, Ideation Techniques, Trend Analysis.
- Unit 4: Design Thinking & Feasibility Analysis (Market, Tech, Financial).

Module II: Business Model Canvas & Lean Startup

- Unit 5: Business Model Canvas (BMC) – 9 Building Blocks.
- Unit 6: Lean Startup Methodology – Build-Measure-Learn Loop.
- Unit 7: Minimum Viable Product (MVP) Development and Testing.
- Unit 8: Value Proposition Design and Product-Market Fit.

Module III: Business Plan Preparation & Venture Financing

- Unit 9: Business Plan Writing – Executive Summary, Market, Operations, Financial Plans.
- Unit 10: Startup Financing Sources – Bootstrapping, Friends & Family, Microfinance.

- Unit 11: Angel Investors, Venture Capital (VC), Crowdfunding, Pitch Decks.
- Unit 12: Government Startup Schemes (Startup India, Standup India, Mudra Loan).

Module IV: Launch, Legalities & Scaling

- Unit 13: Startup Legal Forms – Sole Proprietorship, LLP, Pvt Ltd Company.
- Unit 14: IP Protection for Startups – Patents, Trademarks, Copyrights.
- Unit 15: Go-To-Market (GTM) Strategy & Early Customer Acquisition.
- Unit 16: Scaling Challenges, Exit Strategies (M&A, IPO) & Founders Agreement.

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