

MBE II Year	MBE-E316/416		Semester-III/IV		
	Start-up Studies				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30	70	100	03	40

OBJECTIVE: Understand different forms of business organisations, the environments in which businesses operate and business functions such as marketing, operations and finance • appreciate the role of people in business success.

- Understanding Business Activity, Classification of Start-ups businesses Enterprise, business growth and size, Types of business organisation, Business objectives and stakeholder objectives **(8Hours)**
- People in business, Motivating workers, Organisation and management, Recruitment, Selection and training of workers, Internal and external communication. **(8Hours)**
- Operations management, Production of goods and services, Costs, scale of production and break-even analysis, Achieving quality production, Location decisions **(8Hours)**
- Financial information and decisions, Business finance: needs and sources, Cash-flow forecasting and working capital, Income statements, Balance sheets, Analysis of accounts. **Case Study1:** Financing technology startups: an entrepreneur's dilemma **(8Hours)**
- External influences on business activity. **Case Study2:** Ommune IT Solutions: make or break. **(8Hours)**

SUGGESTED READINGS:

1. Hall, Jones and others, *Business Studies, AS (AQA)* 4th edition, (2008), Causeway Press. ISBN 978-1-4058-9220-9
2. Reiersen, V. (Ed.). (1995). *Start your business: A beginner's guide*. Oasis Press.
3. Stolze, W. J. (1997). *Start Up Financing: An Entrepreneur's Guide to Financing a New Or Growing Business*. Career PressInc.
4. Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. Random House LLC.
5. Singh V.K. and Madan P.(2014) *Managing Innovations*, McGrawhill.
6. **Case Studies1:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621211311560>
7. **Case Studies2:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621211311597>

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.