

STARTUP AND INCUBATION



Course Details

About This Course

This course is designed for UG students of RIHS, Bhograi with an objective to improve employability skills of students and to provide them an opportunity to students develop their inter-disciplinary skills.

Duration

The entire course is of 3 months duration only. The classes are to be conducted on off-hours. There must be at least 24 classes to cover the entire course. Each class will be of 45 minutes duration only.

Certificate

Certificate of Completion will be given to each student having 75% of attendance and after the final assessment

Rural Institute of Higher Studies, Bhograi
Affiliated to F. M. University, Balasore

SYLLABUS

Module-I

Startups and Funding Options: Definition, Startups ecosystem: support organizations, big companies, universities, funding organizations, service providers, research organizations, Startup development phases: Ideating, conception, committing, validating, scaling, establishing, Startup business partnering, Startup culture, Co-founders, Preparing to Launch: Essential Components, Intellectual Property, Branding, Strategy, Financing startups: Different stages of financing; Cofounders, FFF, Angels; Venture Capitals, Acquisition/ mergers, Strategic alliances; IPO, Factors of success and failures, Restarters, Trends and obstacles.

Module-II

Fundamentals of startup Finance: Need for Fund, Types of Fund, Sources of Funds Business Feasibility report, Unit economics, Break even, Run rate, Commercial viability of the project, Bankable

Module-III

Social Startup Support Ecosystem: India, Make in India, Case study on Startup village, Kochi; 10000 Start-ups of NASSCOM and Silicon Valley, USA, Startup policies of Central Government and some leading State Governments, Technology Business Incubator (TBI), Role of National Science and Technology Entrepreneurship Development Board (NSTEDB), DST guidelines for Seed Support System (SSS) for Startups in Incubators.

Module-IV

Incubation: Incubation: Definition and Principles, Incubator, Models and Success Factors, Incubator Operation, Planning an Incubator, Business Incubation Marketing and Stakeholder Management, Financing a Business Incubator, Managing the Business Incubator, Monitoring, Evaluation and Benchmarking, Implementing a Mentoring Program, Deals and Financing for Incubator Clients, Technology Commercialization, Virtual Business Incubation.