

Savitribai Phule Pune University, Pune
Final Year Information Technology (2019 Course)

414453: STARTUP AND ENTREPRENEURSHIP

Unit I: CO1::

Assignment: 1::Study of start-up opportunities using **CRED** Business Model

- Payment Setting Company.
- Marketing Strategies.
- Government Permissions

<https://www.feedough.com/cred-business-model-how-does-cred-make-money/>

Unit II: CO2::

Assignment: 2::Study of e-commerce company **Indiamart** focusing on competition analysis and competitive advantage via its web portal.

- Find Buyers & Suppliers Online.
- ERP
- Financial Planning.

✓ <https://www.indiamart.com/>

Unit III: CO3::

Assignment:3:

Write generalised proposal for startup business model considering risky assumptions related to product, market, business and execution capabilities.

- Can Refer to drone sensing Company as case study
- Make report of Business Model.
- Visit any one site of start-up.
- Do survey of different company.

✓ <https://maha-cmegp.gov.in/onlineapplication>

✓ <https://msme.gov.in/>

Unit IV: CO4::

Assignment:4::

Demonstrate complete Online Application Process for applying under Prime Minister Employment Generation Programme (PMEGP) or CMEGP (Chief Minister Employment Generation Programme).

- Make project report (Ex. Food Industry) to apply above any one Employment Generation Programme
- Or Develop same report based on students ideas.

• <https://www.kviconline.gov.in/pmegpeportal/pmegphome/index.jsp>

Unit V: CO5::**Assignment5:**

Site visit to study nearby startup to know requirement of manpower, Sales, Expenses and profitability and prepare visit report.

- Understand and make document on how employee appointed as per need.
- Know the salary and post given to the employee.

Unit VI: CO6::**Assignment6:**

Study of Ministry of Corporate Affairs (MCA) services related to marketing strategy for digital marketing, use of social media in concern with start-up and entrepreneurship.

Must to know about digital Marketing concept:

- SEM
- SEO
- SMM

✓ <https://www.mca.gov.in/mcafoportal/showCheckCompanyName.do>