

## **Launching Startup**

- Unit- I    Concept of start up, Role of Start Ups in the Economy, Importance of start up for society, motivations for start ups.
- Unit- II    Entrepreneurship and start ups Policy, Framework for start ups in India Govt., efforts to promote start ups, Role of Professional Institutions.
- Unit- III    Innovations and start ups, Role of culture in innovations, Govt. support to innovation, Role of mentors and advisors.
- Unit- IV    Intellectual property rights and start ups, patents, copyrights, Geographical Indications founder's arguments.
- Unit- V    Legal forms of start ups in India, partnership, private company, society etc.

### **Books:-**

1. Eric Ries: The Lean Startup, Kindle edition.
2. Raman Jokhokar, Make it in India by Lexis Ners.
3. Prof. Nitin Zawan, Entrepreneurship Development and start ups management by Education Publishing.