



B.Com Honours

Semester 1

Calicut University

BUSINESS START-UP ESSENTIALS

Course Code: COM1FM105-3 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM1FM105-3

Course Title: BUSINESS START-UP ESSENTIALS

Course Type: MDC

Academic Level: 100-199

Credits: 4 Credits

Course Summary: This course equips students with the knowledge and skills necessary to plan, launch, and manage a successful new venture

Module I: IFunding Options for Start-ups

- **Unit 11:** Bootstrapping and self-funding- Strategies for bootstrapping Self-funding options
- **Unit 2:** Angel investors and venture capital- Understanding angel investors-

Module I: nvest in securities market UC Instructor- created exams / Quiz CO2Develop skills to analyse the

**Module I: nvestment in mutual fund AnCInstructor- created exams / project
CO4Apply the knowledge in creating an optimum portfolio ApPInstructor-
created exams / project * - Remember (R), Understand (U), Apply (Ap), Analyse
(An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge
(C) Procedural Knowledge (P) Meta cognitive Knowledge (M) 349 Detailed
Syllabus:**

Module I: IFundamental and Technical Analysis

- **Unit 13:** Stock Selection, Security Analysis, Fundamental Analysis – EIC analysis
- **Unit 14:** Tools for company analysis- Business of company, promoters holding & pledge, Sales and profit growth, Major liquidity, profitability, leverage,

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