



B.Com Honours

Semester 3

Calicut University

Financial Strategy for Start-ups

Course Code: COM3MN201 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM3MN201

Course Title: Financial Strategy for Start-ups

Course Type: Minor

Academic Level: 200 - 299

Credits: 4 Credits

Course Summary: This course is designed to equip students with the knowledge and skills necessary to effectively manage the financial aspects of their ventures.

Module I: Investment Decisions for Entrepreneurs

- **Unit 4:** Capital Investment Evaluation Methods-Introduction to payback period method
- **Unit 3:** Net present value method
- **Unit 6:** Internal rate of return (simple problems only)
- **Unit 7:** Capital Rationing and Project Selection-Allocating limited resources to projects-Criteria for project selection
- **Unit 3:** Project cost calculation

Module I: Introduction to Business Models

- **Unit 1:** Definition of business model
- **Unit 1:** Importance of business model development
- **Unit 1:** Historical perspectives and evolution of business models
- **Unit 1:** Case studies of successful and failed business models

Module I: VResource and Capability Assessment13

- **Unit 4:** Identifying key resources and capabilities
- **Unit 4:** Core competency analysis
- **Unit 4:** Resource allocation and management
- **Unit 4:** Sustainable business practices
- **Unit 4:** Balancing growth with sustainability

Module I: Module I

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