

Masters of Business Administration (MBA) – Semester - 3

Course Teaching Plan

Course Title: New venture Creation

Course Code:340034302

Course Credit: 4

Course Introduction:

New venture Creation (NVC) is a course which prepares management students for the challenging career of entrepreneurship by making them understand How to start a business and manage it successfully .Course is designed to inculcate creative thinking and business development skills among students. It's a perfect blend of class room teaching and project based experiential learning. This will help students to prepare their business plans and idea about starting a new venture.

Course Objectives:

1. To sensitize students to develop entrepreneurial potentials and creative thinking for a challenging career in Start-ups.
2. To frame and develop new business ideas, make plans for that idea.
3. To visit Entrepreneurs and understand entire process of business formation.
4. To design strategies, understand issues and problem of formalization and integration of systems, functions like Marketing, Operations, Finance, IT and HR issues.
5. To provide information about various Start-up schemes, Start-up ecosystem and trends in different sectors of the nation.

Course Learning Outcomes:

- CLO1: Sensitize students for the dynamic and challenging field of entrepreneurship.
- CLO2: Develop creative thinking and problem solving ability among students
- CLO3: Prepare business plan and ideas to commercialize more start ups.

- CLO4 Develop behavioural skills among students which are required for all entrepreneurs.
- CLO5 Create awareness about Start-up ecosystem and government support, and various schemes available for the start ups

CLO –PO Mapping Matrix

	PO 1	PO 2	PO 3	PO 4	PO 5
CLO1: Sensitize students for the dynamic and challenging field of entrepreneurship.	5	4	5	4	5
CLO2: Develop creative thinking and problem solving ability among students	5	4	5	4	5
CLO3: Prepare business plan and ideas to commercialize more start ups	5	5	5	4	5
CLO4: Develop behavioral skills among students which are required for all entrepreneurs	5	4	5	4	5
CLO5: Create awareness about start up eco system and government support and schemes available for them.	5	4	5	4	5

Correlation levels: 3= ‘High’, 2=‘Medium’, 1=‘Low’ and ‘-’ = No correlation

Activity based Session Plan(26 Hours Class room +14 hrs Project work) :

Sessio n no	Syllabus Content
	Unit-1
1-4	Introduction to Entrepreneurship Introduction to Start-ups, Small scale ventures Screening of Movie

5-6	Creativity and Innovation Process of creative thinking and its impact on idea generation
7-8	Starting of a new venture Registration Process Resource building Culture and team building
9-10	Documentation and legal process in India Ownership structure
11-12	Process Of Ideation Feasibility and validation of Idea
13-17	Business Plan Development: (How To write an effective Business Plan) Importance of Business Plan Concept to commercialization process
18 to 26 + Visit to Incubation Center	Entrepreneurial Eco system of India ,Government support and schemes Incubation support, Role of Education sector and Media New trends in India and world Market information and evaluation of entrepreneurial opportunities
29 -40	Experiential learning through working on project based on Innovative idea/Family Business

Specific assessment method	% Weight age	✓CLO to be assessed					Theory	Practical
		CL	✓ CLO 2	CLO	CLO	CLO		

		O 1		3	4	5		
Class participation	5%	✓	✓	✓	✓	✓	✓	✓
Exams	50%	✓	✓	✓	✓	✓	✓	
Case Analysis	5%	✓	✓	✓	✓	✓	✓	✓
Project and Presentation	40%	✓	✓	✓	✓	✓	✓	✓

Educational Resources

Educational Resources	Description
i. Reference Book	<ul style="list-style-type: none"> • Arya Kumar, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, Latest Edition • Donald F Kuratko and T V Rao Entrepreneurship – A South-Asian Perspective, Cengage Learning, Latest Edition • Rajeev Roy: 5 Entrepreneurship Oxford, Latest Edition • Poornima M. Charantimath, Entrepreneurship Development and Small Business Enterprises, Pearson, Latest Edition • Family businesses –The essentials by Peterleach
ii. Journals/ Magazine/periodicals/Books	<p>The Entrepreneur magazine, Earlypad –Start up magazine Connect the dots –Story Book For Entrepreneurs Start up Game-for raising Funds Journal of small business Management Howard Business Review ICMR Cases</p>

iii. Video lecture	Shark Tank Videos, The vault show, Entrepreneur stories from Your stories
iv. Course related important Web links	<p> yourstory.com gujpreneurs.com life wings/motivational stories www.startupindia.co.in www.tedtalks.com freshersworld.com Joshtalks.com https://www.niti.gov.in/ http://tdb.gov.in/ https://dpiit.gov.in/ https://www.meity.gov.in/ </p>