



**Masters of Business Administration (MBA) – Semester -**

**Course Teaching Plan**

**Course Title: Entrepreneurship and New Venture**  
**Course Code: 340030207**  
**Course Credit: 4**

**Course Introduction:**

Entrepreneurship and new venture planning (ENVP) is a course which prepares management students for the challenging career of entrepreneurship as well as intrapreneurship .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.

**1. Course Objectives:**

- To sensitize students to develop entrepreneurial potentials and creative thinking for challenging career for Start-ups as well as Family Businesses.
- To frame and develop new business plans or to innovate existing business processes as Intrapreneurs /Entrepreneurs .
- To visit Entrepreneurs and understand entire process of business formation, challenges and operational strategies.
- To design strategies, understand issues and problem of formalization and integration of systems ,functions like Marketing, Operations, Finance, IT and HR issues.
- To prepare a business plan which can be considered prerequisite for starting and obtaining finance particularly from angel investors, venture capitalist, government grants and all

**2. 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 eco system and government support and schemes available for them.

**Methodology**

Course is designed and structured to develop Entrepreneurial skills and behaviour among MBA students. Pedagogy is a mix of class room sessions, Projects, Business plan development, pitching, visits, Movie assignments, activities, Management Games. The course pedagogy will develop students in such a way that they can create a difference in the society by developing solution based business idea or generating out the box business solution as a manager.

**Project based learning.**

Stage 1: Formation of groups from 2<sup>nd</sup> semester. Expert sessions of Entrepreneurs.

Stage 2 sensitization for the field of entrepreneurship

Stage 3 Ideation by identifying actual problem from the environment and generation solution for the same; Product model Canvas and Presentation.

Stage 4 Discussion with industry mentors and Business Model Canvas

Stage 5 Customer validation and feasibility check with Market research.

Stage 6 First rounds of presentations in front of Internal Mentors.

Stage 7 Prototype/Business model developments.

Stage 8 final pitching and Demo day of business plans with business models /prototypes in front of Jury members who are stake holders of Ecosystem

Stage 9 Hand holding

Best business ideas will be selected which can be incubated at businessincubation center for pilot testing and commercialization

**CLO –PO Mapping Matrix**

	PO1	PO2	PO3	PO4	PO5
CLO1: Sensitize students for the dynamic and challenging field of entrepreneurship.	5	4	5	4	5
CLO2:	5	4	5	4	5

Develop creative thinking and problem solving ability among students					
CLO3: Prepare business plan and ideas to commercialize more start ups	5	5	5	4	5
CLO4: Develop behavioural 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

### 3. Activity based Session Plan( 30 Hours Class room +40 hrs Project work) :

Teaching Hrs	Syllabus Content
	<b>UNIT 1</b>
1-5	Introduction to Entrepreneurship  Introduction to various Field Of Entrepreneurship ,Startups ,Family Businesses ,Social Entrepreneurship, Women entrepreneurs and challenges Screening of Movie Rocket Singh
6-7	Meaning , importance, trends Evolution of term "Entrepreneurship" Factors influencing Entrepreneurship
8-11 + (2) Expert session by entrepreneurs	Characteristics Of Entrepreneurs Entrepreneurial Competencies Challenges faced by Entrepreneurs Types of Entrepreneurs
	<b>UNIT 2</b>

12-13	<p>Creativity</p> <p>Process of creative thinking and its impact on idea generation</p> <p>Sensitization session</p>
14-15	Innovation and importance for idea generation and sustainability
16 to 17	Roket singh
18-20	Idea Presentations (Problem and solution approach)
	<b>UNIT 3</b>
21-26	<p><b>Business Plan Development:</b></p> <p>Feasibility of the idea</p> <p>Business Model Canvas</p> <p>customer validation</p> <p>prototype development</p> <p>Pilot testing of Product/service</p> <p>Business plan preparation and format</p> <p>Pitching and template discussion</p> <p>Registration of start ups and types of registration and Ownership structure</p>
	<b>UNIT 4</b>
27-30 + Visit to Incubation Center	<p>Entrepreneurial Eco system of India ,Government support and schemes (MSME,Start up schemes and policy ),Incubation support, Funding agencies</p> <p>Role of Education sector and Media</p> <p>New trends in India and world</p> <p>Fund generation sources and process</p> <p>Market information and evaluation of entrepreneurial opportunities</p>
	<b>UNIT 5</b>

31 - 40	Stage 1 : Formation of Group Sensitization workshop(CRADLE) 12Entrepreneurs sensitization sessions Stage 2: Ideation Creativity workshop Stage 3: Mentoring Stage 4: Feasibility study Stage 5 : Business model canvas Stage6: Customer validation Stage7: Model making/Prototype development Stage 8 Business Plan development Stage9: Exhibition(Demo) and Final Pitching
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**4. Assessment Scheme :**

Specific assessment method	% Weightage	Theory	Practical
<b>Presentation</b>	50%		√
<b>Archetype :Business Model Development Project with Field work(Evaluation Done by Panel of stake holders)</b>	50%	√	√
	<b>100%</b>		

**Educational Resources**

Educational Resources	Description
<b>i. Text Book</b>	LJU Reading Handbook
<b>ii. Reference Book</b>	<ul style="list-style-type: none"> <li>Arya Kumar, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, Latest Edition</li> </ul>

	<ul style="list-style-type: none"> <li>● Donald F Kuratko and T V Rao Entrepreneurship – A South-Asian Perspective, Cengage Learning, Latest Edition</li> <li>● Rajeev Roy: 5 Entrepreneurship Oxford, Latest Edition</li> <li>● Poornima M. Charantimath, Entrepreneurship Development and Small Business Enterprises, Pearson, Latest Edition</li> <li>● Family businesses –The essentials by Peterleach</li> </ul>
<b>iii. Journals/ Magazine/periodicals/Books</b>	<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>
<b>iv. Video lecture</b>	<b>Shark Tank Videos, The vault show, Entrepreneur stories from Your stories</b>
<b>v. Course related important Web links</b>	<p>yourstory.com  gujpreneurs.com  life wings/motivational stories  <a href="http://www.startupindia.co.in">www.startupindia.co.in</a>  www.tedtalks.com  freshersworld.com  Joshtalks.com  <a href="https://www.niti.gov.in/">https://www.niti.gov.in/</a>  <a href="http://tdb.gov.in/">http://tdb.gov.in/</a>  <a href="https://dpiit.gov.in/">https://dpiit.gov.in/</a>  <a href="https://www.meity.gov.in/">https://www.meity.gov.in/</a></p>