



## **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**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
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) :**

<b>Session no</b>	<b>Syllabus Content</b>
	Unit-1
1-4	Introduction to Entrepreneurship  Introduction to Start-ups, Small scale ventures  Screening of Movie



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

### Educational Resources

Educational Resources	Description
<b>i. Reference Book</b>	<ul style="list-style-type: none"> <li>• Arya Kumar, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, Latest Edition</li> <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>ii. 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>iii. Video lecture</b>	<b>Shark Tank Videos, The vault show, Entrepreneur stories from Your stories</b>
<b>iv. 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>