



Masters of Business Administration (MBA) – Semester - 4

Course Teaching Plan

Course Title: Starting a Venture

Course Code:340034401

Programme & Semester: MBA 2nd year semester 4

Course Credit: 4

Course Introduction: This Course will develop behaviour and mindset require to commercialize and sustain in the market for all entrepreneurs .Course will further provide knowledge about legal requirements and registration process for a venture. Students will be ready to manage market entry ,growth and accessing risk and exit plan .

Course Objectives:

To develop Skill sets and capabilities required for students to commercialize their business ideas.

To create awareness among aspiring entrepreneurs about process of legal framework required for a venture.

To develop abilities of decision making and accessing opportunities and risk and every stage of new business.

To make students ready to manage growth and accessing new opportunities for business

To inculcate behaviour and entrepreneurial mindset of accepting changes and developing positive approach for growth as well as failing and learning .

Course Learning Outcomes

CLO1: Skill sets and capabilities will be developed among students required for commercialize their business ideas.

CLO2: Create awareness among aspiring entrepreneurs about process of legal framework required for a venture.

CLO3: Abilities of decision making and accessing opportunities and risk and every stage of new business.

CLO4: students will be ready to manage growth and accessing new opportunities for business

CLO5: Behaviour and entrepreneurial mindset of accepting changes and developing positive approach for growth as well as failing and learning .

CLO –PO Mapping Matrix

	PO 1	PO 2	PO 3	PO 4	PO 5
CLO1:Skill sets and capabilities will be developed among students required for commercialize their business ideas.	5	4	5	4	5
CLO2: Create awareness among aspiring entrepreneurs about process of legal framework required for a venture	5	4	5	4	5
CLO3:Abilities of decision making and accessing opportunities and risk and every stage of new business.	5	5	5	4	5
CLO4: students will be ready to manage growth and accessing new opportunities for business	5	4	5	4	5
CLO5:Behaviour and entrepreneurial mindset of accepting changes and developing positive approach for growth as well as failing and learning .	5	4	5	4	5

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

1. Activity based Session Plan(32 Hours Class room sessions +8 hrs Experiential learning)

Teaching Hrs	Syllabus Content
	Unit-1

1-5	Requirements to Start a New Venture or innovations Target Audience and Positioning Market Entry planning
6-8	Product/Service launch Plan Initial Communication to market Content Creation and development for website and digital platforms
9-10	Deciding commercialization strategy
	Unit-2
11-13	Developing Culture Leadership and its types for Entrepreneurs Team building and its importance Work allocation and resource management Challenges
14-15	International opportunity Assessing scope and scale of business
16	Scaling up your revenue model
	Unit-3
17-18	Legal framework Policies impacting on venture Licensing and supporting documentation
19	Types of registration and acts
20-21	Its importance and implications on business Patent Copyright Trademark Trade Secretes
22	Licensing Agreements and Contracts
	Unit-4
3-27	Growth strategies managing this newness Penetration strategy Market Development Strategy Product Development Strategy Diversification Importance of Experimentation , Try and error Methods.

28-32	Managing Human Resources and delegation Managing Finances Accessing all opportunities and Risk for growth Searching options for growing Option to Exit Exit Plan Failure and learning from it and Be ready to Start again Concept of Serial Entrepreneurs
	Unit-5
33-40	Project

Assessment Scheme :

Specific assessment method	% Weight age	✓CLO to be assessed					Theory	Practical
		CL O 1	✓ CLO 2	CLO 3	CLO 4	CLO 5		
Class participation	5%	✓	✓	✓	✓	✓	✓	✓
Exams	50%	✓	✓	✓	✓	✓	✓	
Case Analysis	5%	✓	✓	✓	✓	✓	✓	✓
Project and Presentation	40%	✓	✓	✓	✓	✓	✓	✓

Educational Resources

Educational Resources	Description
<p>i. Reference Book</p>	<p>Entrepreneurship ,Robert D Hisrich,Peters,Shepherd</p> <p>Entrepreneurship Theory and Practice ,Raj Shankar. Rajeev Roy, Entrepreneurship ,Oxford, Latest Edition Poornima M. Charantimath,</p>
<p>ii. Journals/ Magazine/periodicals/ Books</p>	<ol style="list-style-type: none"> 1. The Journal of Entrepreneurial Finance 3. Journal of Entrepreneurial Finance and Business Ventures 4.Howard Business Review 5.The Entrepreneur magazine, Earlypad –Start up magazine 6.Connect the dots –Story Book For Entrepreneurs