



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 8<sup>th</sup> Semester  
**Functional Area Specialization: Entrepreneurship and Family Business**  
**Subject Name: New Venture Creation**  
**Subject Code: 2587152**

With effective  
 from academic  
 year 2017-18

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Critically evaluate</i> the various opportunities available for business; understands various market and industry structure &amp; Business Idea development.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Analyze</i> the firm's external environment, competitive environment, and opportunities available.</li> <li>• <i>Identify</i> the areas of risk in introducing new technologies or other innovations into a market.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Critically evaluate</i> the various strategies for expansion of the business and growth of a business at global level among different economies and culture.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Prioritize</i> social sensitivities and ethical considerations while creating new ventures in particular industry.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Design</i> research, <i>produce detailed project</i> reports, and <i>recommend</i> changes in business strategy for given business situation/case.</li> <li>• <i>Articulate</i> a new venture investment proposition and communicate ideas and concepts effectively.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Prepare</i> a DPR for a new venture creation.</li> </ul>

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

## 3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p><b>Business Idea:</b></p> <ul style="list-style-type: none"> <li>• New venture typologies</li> <li>• Creating and identifying opportunities</li> <li>• Techniques for exploring change</li> <li>• Techniques for exploring product inadequacies</li> </ul> <p><b>Getting Sensitized with industry and market:</b></p> <ul style="list-style-type: none"> <li>• Defining the market / industry</li> <li>• Market / industry concentration and geographic spread</li> <li>• Estimating market size</li> <li>• SWOT analysis</li> <li>• Screening and selecting appropriate option</li> </ul> <p><b>Value proposition and market segmentation:</b></p> <ul style="list-style-type: none"> <li>• New venture creation framework</li> <li>• Generic business models and competitive advantage</li> <li>• Niche business model</li> <li>• Internet business model</li> <li>• Characteristics of good business model</li> <li>• Low cost market testing</li> </ul>	10	17



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<b>II</b>	<p><b>Value proposition and branding:</b></p> <ul style="list-style-type: none"> <li>• Identifying target customers</li> <li>• Defining value proposition</li> <li>• Differentiation through branding</li> <li>• Sustainable entrepreneurship</li> <li>• Mission statement</li> </ul> <p><b>Developing marketing mix:</b></p> <ul style="list-style-type: none"> <li>• Product features and benefits</li> <li>• Channels of distribution</li> <li>• Cost, price and volume; pricing decisions</li> <li>• Sales force planning and allocation</li> </ul> <p><b>Communicating the value proposition:</b></p> <ul style="list-style-type: none"> <li>• Communications media</li> <li>• Social networks</li> <li>• Guerilla marketing</li> <li>• Publicity, PR and advertising</li> <li>• Developing a communications campaign</li> <li>• CRM</li> </ul>	10	18
<b>III</b>	<p><b>Growth and expansion:</b></p> <ul style="list-style-type: none"> <li>• Market development</li> <li>• Sales agencies and franchisees</li> <li>• Entering into foreign markets</li> <li>• Product development, product portfolio</li> <li>• Diversification, acquisition</li> </ul> <p><b>Managing operations:</b></p> <ul style="list-style-type: none"> <li>• Marketing activities</li> <li>• Retail activities</li> <li>• Internet business activities</li> <li>• Service business activities</li> </ul> <p><b>Managing and leading people:</b></p> <ul style="list-style-type: none"> <li>• Attracting the right people</li> <li>• Using professional advisors</li> <li>• Team building</li> <li>• Organizational structure, design and control</li> <li>• Shaping Culture</li> <li>• Leadership and management</li> <li>• Entrepreneurial leadership</li> </ul>	10	18
<b>IV</b>	<p><b>Preparing and using financial forecasts:</b></p> <ul style="list-style-type: none"> <li>• Forecast sales turnover, income statement and costs</li> <li>• Forecast breakeven point</li> <li>• SMART Performance metrics</li> <li>• Valuing the business</li> </ul> <p><b>Business Plan:</b></p> <ul style="list-style-type: none"> <li>• Difference between business model and business plan</li> <li>• Purpose of a business plan</li> <li>• Structure and components of a business plan</li> </ul>	10	17



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	<ul style="list-style-type: none"> <li>Using the business plan to seek finance</li> <li>Harvesting the business</li> <li>Effective business presentation</li> </ul>		
V	<b>Practical:</b> Students should prepare a business plan for a hypothetical new business venture.	---	(30 marks CEC)

#### 4. Pedagogy:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	<ul style="list-style-type: none"> <li>Continuous Evaluation Component</li> </ul>	30 marks
	<ul style="list-style-type: none"> <li>Class Presence &amp; Participation</li> <li>Quiz</li> </ul>	10 marks 10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Paul Burns	New Venture Creation: A Framework for Entrepreneurial Start-ups	MacMillan	Latest edition
2	David H. Holt	Entrepreneurship: New Venture Creation	Pearson	Latest edition
3	Marc H. Meyer, Frederick G. Crane	New Venture Creation: An Innovator's Guide to Entrepreneurship	MacMillan	Latest edition
4	A Sahay, V Sharma	Entrepreneurship and new Venture Creation	Excel	Latest edition
5	Bruce R. Barringer, R. Duane Ireland	Entrepreneurship: Successfully Launching New Ventures	Pearson	Latest edition
6	Bruce R. Barringer	Preparing Effective Business Plans: An Entrepreneurial Approach	Pearson	Latest edition
7	Inge Hill	Start-Up: A Practice Based Guide For New Venture Creation	MacMillan	Latest edition
8	Stephen Spinelli, Robert J. Adams	New Venture Creation: Entrepreneurship for the 21st Century	McGraw Hill	Latest edition
9	Arya Kumar	Entrepreneurship: Creating and Leading an Entrepreneurial Organization	Pearson	Latest edition



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10	Kathleen R. Allen	Launching New Ventures: An Entrepreneurial Approach	Cengage	Latest edition
11	Kuratko	New Venture Management: The Entrepreneur's Roadmap	Pearson	Latest edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

- a. Indian Journal of Entrepreneurship
- b. The IUP Journal of Entrepreneurship
- c. Sumedha Journal of Management
- d. The Journal of Entrepreneurship