

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year III (Semester: –VI) (W.E.F. Academic Year 2017-18)

Specialization: Entrepreneurship and Family Business

Subject Name: New Venture Creation (NVC)

Subject Code: 3569963

Subject Credits: 3

Total Marks: 150

1. Learning Outcome:

- Ability to formulate a business plan for a new venture
- Awareness and comprehension of the multiple factors influencing the planning of a new venture.

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	<p>Business Idea:</p> <ul style="list-style-type: none">• New venture typologies• Creating and identifying opportunities• Techniques for exploring change• Techniques for exploring product inadequacies <p>Getting Sensitized with industry and market:</p> <ul style="list-style-type: none">• Defining the market / industry• Market / industry concentration and geographic spread• Estimating market size• SWOT analysis• Screening and selecting appropriate option <p>Value proposition and market segmentation:</p> <ul style="list-style-type: none">• New venture creation framework• Generic business models and competitive advantage• Niche business model• Internet business model• Characteristics of good business model• Low cost market testing	9	17
II	<p>Value proposition and branding:</p> <ul style="list-style-type: none">• Identifying target customers• Defining value proposition• Differentiation through branding• Sustainable entrepreneurship• Mission statement	9	18

	<p>Developing marketing mix:</p> <ul style="list-style-type: none"> • Product features and benefits • Channels of distribution • Cost, price and volume; pricing decisions • Sales force planning and allocation <p>Communicating the value proposition:</p> <ul style="list-style-type: none"> • Communications media • Social networks • Guerilla marketing • Publicity, PR and advertising • Developing a communications campaign • CRM 		
III	<p>Growth and expansion:</p> <ul style="list-style-type: none"> • Market development • Sales agencies and franchisees • Entering into foreign markets • Product development, product portfolio • Diversification, acquisition <p>Managing operations:</p> <ul style="list-style-type: none"> • Marketing activities • Retail activities • Internet business activities • Service business activities <p>Managing and leading people:</p> <ul style="list-style-type: none"> • Attracting the right people • Using professional advisors • Team building • Organizational structure, design and control • Shaping Culture • Leadership and management • Entrepreneurial leadership <p>Financial Resources:</p> <ul style="list-style-type: none"> • Studying and comparing different sources (e.g. banks, venture capital, angel investors, private equity, crowd-funding, etc.) of finance • Selecting the right source of finance • FinTech • The funding ladder 	9	18
IV	<p>Preparing and using financial forecasts:</p> <ul style="list-style-type: none"> • Forecast sales turnover, income statement and costs • Forecast breakeven point • SMART Performance metrics 	9	17

	<ul style="list-style-type: none"> Valuing the business <p>Business Plan:</p> <ul style="list-style-type: none"> Difference between business model and business plan Purpose of a business plan Structure and components of a business plan Using the business plan to seek finance Harvesting the business Effective business presentation 		
V	<p>Practical:</p> <ul style="list-style-type: none"> Students should prepare a business plan for a hypothetical new business venture. 	---	(30 Marks CEC)

4. Teaching Methods:

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:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
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: A n 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
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, etc.

1. Indian Journal of Entrepreneurship
2. The IUP Journal of Entrepreneurship
3. Sumedha Journal of Management
4. The Journal of Entrepreneurship