



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 6th Semester
Functional Area Specialization: Entrepreneurship and Family Business

With effective
from academic
year 2018-19

Subject Name: New Venture Creation (NVC)

Subject Code: 4569961

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Assess the various opportunities available for business; understand the various market and industry structure & Business Idea development.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Analyze the firm's external environment, competitive environment, and opportunities available and preparing DPR to tap the same. Identify the areas of risk in research commercialization and/or introducing new technologies or other innovations into a market
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Evaluating the various strategies for expansion of the business and growth of a business at global level among different economies and culture
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> Prioritize social sensitivities and ethical considerations while creating new ventures.
Effective Communication (EC)	<ul style="list-style-type: none"> Develop better communication focused on the solutions offered to the target market segment. Articulate a new venture investment proposition and communicate ideas and concepts effectively.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Develop individual leadership traits required for entrepreneurial ventures.

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>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 	10	17



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	<ul style="list-style-type: none"> • Low cost market testing 		
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 <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 	10	18
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 	10	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 • 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 	10	17



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	<ul style="list-style-type: none"> Structure and components of a business plan Using the business plan to seek finance Harvesting the business Effective business presentation 		
V	Practical: 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	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

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: 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



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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 / Web resources, etc.

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