



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4th Semester
Functional Area Specialization: Entrepreneurship and Family Business
Subject Name: New Venture Creation (NVC)
Subject Code: 4549262

With effective
 from academic
 year 2018-19

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

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4549262	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Critically evaluate</i> the various opportunities available for business; understands various market and industry structure & Business Idea development.	3	2	3	-	1	3	-	3	2
LO2: <i>Analyze</i> the firm's external environment, competitive environment, and opportunities available.	3	1	2	-	1	2	1	2	2
LO3: <i>Identify</i> the areas of risk in introducing new technologies or other innovations into a market.	1	3	1	-	1	2	-	3	1
LO4: <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.	3	1	3	1	1	1	-	1	1
LO5: <i>Prioritize</i> social sensitivities and ethical considerations while creating new ventures in particular industry.	2	2	2	-	3	-	3	1	-
LO6: <i>Design</i> research, produce a detailed project report, and	3	1	2	3	-	3	3	3	2



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recommend changes in business strategy for given business situation/case.									
LO7: Articulate a new venture investment proposition and communicate ideas and concepts effectively.	1	2	-	3	1	3	3	-	1
LO8: Prepare a DPR for a new venture creation.	1	2	2	3	1	3	-	1	-

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	Business Idea: <ul style="list-style-type: none"> New venture typologies Creating and identifying opportunities Techniques for exploring change Techniques for exploring product inadequacies Getting Sensitized with industry and market: <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 Value proposition and market segmentation: <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 	10	17
II	Value proposition and branding: <ul style="list-style-type: none"> Identifying target customers Defining value proposition Differentiation through branding Sustainable entrepreneurship Mission statement Developing marketing mix: <ul style="list-style-type: none"> Product features and benefits Channels of distribution Cost, price and volume; pricing decisions Sales force planning and allocation Communicating the value proposition: <ul style="list-style-type: none"> Communications media 	10	18



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	<ul style="list-style-type: none"> • 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 	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 • Structure and components of a business plan • Using the business plan to seek finance • Harvesting the business • Effective business presentation 	10	17
V	<p>Practical: Students should prepare a business plan for a hypothetical new business venture.</p>	---	(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



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5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• 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: 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
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.

- Indian Journal of Entrepreneurship
- The IUP Journal of Entrepreneurship
- Sumedha Journal of Management
- The Journal of Entrepreneurship