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| Program: B. Com. (Economics and Analytics) | Semester: II |
| Year: 2024-25 | |
| Course: New Venture Planning | Course Code: |

| Teaching Scheme | | | | Evaluation Scheme | |
|--------------------------|----------------------------|---------------------------|--------|----------------------------|---------------------------------|
| Lecture (Hours per week) | Practical (Hours per week) | Tutorial (Hours per week) | Credit | Continuous Assessment (CA) | Semester End Examinations (SEE) |
| 2 | | | 2 | 20 | 30 |

Learning Objectives:

- CLO 1. To understand the concept of entrepreneurship.
CLO 2. To develop business models.
CLO 3. To construct a business plan and evaluate various sources of raising funds

Course Outcomes:

- CO1: The learner will be able to generate ideas and identify opportunities to start a new venture.
CO2: The learner will be able to conduct a feasibility analysis and develop business models.
CO3: The learner will be able to present a business plan.

Outline of Syllabus: (per session plan)

| Module | Description | No of Hours |
|--------|--|-------------|
| 1 | Introduction to Entrepreneurship and Generating New Ideas | 11 |
| 2 | Feasibility Analysis and Developing an Effective Business Model | 10 |
| 3 | Business Plan and Raising Funds | 9 |
| | Total | 30 |

| Module | Module Content | Module Wise Duration (hrs.) |
|--------|--|-----------------------------|
| I | <p>Introduction to Entrepreneurship and Generating New Ideas</p> <p>1.1 Entrepreneurship: Concept, Importance, Characteristics of an Entrepreneur, Entrepreneurial Process</p> <p>1.2 Generating Ideas: Difference between Idea and Opportunity, Identifying Opportunity, Techniques for generating Ideas</p> | 11 |

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| II | <p>Feasibility Analysis and Developing an Effective Business Model</p> <p>2.1 Creating a New Venture Team, Feasibility Analysis - Concept, Types of Feasibility Analysis – Product/Service, Industry/Market, Organizational and Financial</p> <p>2.2 Business Model: Concept, Standard and Disruptive Business Model</p> | 10 |
| III | <p>Business Plan and Raising Funds</p> <p>3.1 Business Plan: Concept, Guidelines for Writing a Plan – Structure, Content, Outline and Presentation of a Business Plan</p> <p>3.2 Raising Funds: Need for Entrepreneurial Funds, Sources of Funds</p> | 9 |

Reference Book:

Entrepreneurship (6e 2022) – Bruce R. Barringer and R. Duane Ireland- Pearson