

<b>Program: B. Com. (Economics)</b>				<b>Semester: II</b>	
<b>Year: 2024-25</b>					
<b>Course: New Venture Planning</b>				<b>Course Code:</b>	
<b>Teaching Scheme</b>			<b>Evaluation Scheme</b>		
<b>Lecture (Hours per week)</b>	<b>Practical (Hours per week)</b>	<b>Tutorial (Hours per week)</b>	<b>Credit</b>	<b>Continuous Assessment (CA)</b>	<b>Semester End Examinations (SEE)</b>
2			2	20	30
<b>Learning Objectives:</b>					
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					
<b>Course Outcomes:</b>					
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.					
<b>Outline of Syllabus: (per session plan)</b>					
<b>Module</b>	<b>Description</b>				<b>No of Hours</b>
<b>1</b>	<b>Introduction to Entrepreneurship and Generating New Ideas</b>				<b>11</b>
<b>2</b>	<b>Feasibility Analysis and Developing an Effective Business Model</b>				<b>10</b>
<b>3</b>	<b>Business Plan and Raising Funds</b>				<b>9</b>
	<b>Total</b>				<b>30</b>

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

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

**Reference Book:**

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