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| **Program: B.Com(Management and Finance)** | **Semester : I** |
| **Course : New Venture Planning** | **Code :** |
| **Suggested Lectures per week** | **02** |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lecture** | **Practical** | **Tutorial** | **Credits** | **Theory** |
| **Internal****20 Marks** | **External****30 Marks** |
| **30** | **Nil** | **Nil** | **02** |
|  |
| **Internal Component** |
| **Class Test (Duration 20 Mins)** | **Projects / Assignments/Presentations** | **Class Participation** |
| **10 Marks** | **10 Marks** | **---** |
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| **Learning Objectives :**1. The curriculum aims at giving exposure to students regarding the different aspects of setting up a new business.
2. After completing the course students should be able to develop an understanding of the process of identifying various sources of new business ideas of products and services and the process of creating a new business.
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| **Learning Outcomes :**1. The understanding of this paper will help them to examine, evaluate and approach different business models, sources of finance, the nature of marketing effort required to develop a comprehensive business plan as well as analyze the feasibility of the opportunity
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| **Pedagogy : Classroom learning , Presentation, Theory Notes, Assignments, Case Study** |
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# MODULES AT GLANCE

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| **Sr. No.** | **Topics** | **No. of Lectures** |
| **Module 1** | Starting New Ventures | 09 |
| **Module 2** | Methods to Initiate Ventures | 08 |
| **Module 3** | Business Plan Preparation  | 06 |
| **Module 4** | The Search for Entrepreneurial Capital and Setting Up a New Venture  | 07 |
|  | **TOTAL** | **30** |

**DETAILED SYLLABUS**

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| **Unit** | **Topic** | **No. of Hours/Credits** |
| **Module 1** | **Starting New Ventures:**1. Opportunity identification: an external analysis using the tools of PESTEL, Porter’s five force and Bowman’s Strategic Clock
2. Understanding innovation: market push and pull of innovation and the S-curve of the diffusion of innovation, the different types of customers and crossing the chasm
3. The role of creative thinking. Developing your creativity. Impediments to creativity.
4. Methods through which established companies can establish new ventures: Organic development, Joint Ventures, Mergers and Acquisition, Consortia Networks, and Licensing
5. Franchising: How a Franchise works. Franchise law. Evaluating the franchising opportunities.

Opportunity Analysis and the BEST scoring technique, Feasibility analysis, types of products and product development | 09 |
| **Module 2** | **Methods to Initiate New Ventures:** 1. Analysis of the market: market research, End user analysis, Beach-head market, personas and the full life cycle use case
2. Understanding the business model, types of business models, revenue generation, recurring customers.
3. Market Research: who and where is the market, market segmentation, sales forecasts

Marketing functions: create a marketing plan, distribution and its channels, promotions, pricing | 07 |
| **Module 3** | **Business Plan Preparation for New Ventures**1. Milestones of a new venture and the milestone schedule
2. Types of business plans: lean start up plan - the business model canvas and traditional
3. Create a business plan: description of the business, the feasibility plan, the market plan, inventory management, the role of the entrepreneurial team, technology, and credit policies
 | 08 |
| **Module 4** | **The search for capital and setting up a new venture:**1. Intellectual Property Protection: Patents, Trademarks, and Copyrights. Requirements and Procedure for filing a Patent, Trademark, and Copyright.
2. Identifying the Form of Organisation: Sole Proprietorship, Partnership, Limited Liability Partnership and Company.
3. Understanding how to calculate: LTV, COCA and TAM
4. Understanding the Venture Capital market: functioning, pitching the business, the role of the Venture Capitalist at various stages of the business

Different types of financing available at different stages of the business, including incubators, angel investors, SFCs | 06 |

Suggested Readings

1. Disciplined Entrepreneurship: 24 Steps to a Successful New Start-Up by Bill Aulet, Wiley, Macmillan India
2. Exploring Corporate Strategy, Twelfth Edition by Johnson et al, Pearson Publications
3. Crossing the Chasm by Geoffrey Moore, Third Edition, Harper Collins
4. Entrepreneurship by David H. Holt, PHI Learning Pvt. Ltd., New Delhi
5. Entrepreneurial Development by S.S. Khanka, S. Chand and Company Pvt. Ltd., NewDelhi
6. Business Environment: Text and Cases by Francis Cherunilam, Himalaya Publication House, Mumbai
7. The Oxford Handbook of Entrepreneurship
8. Beyond Entrepreneurship: Turing your Business into an Enduring Company by William Lazier, Prentice Hall