

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration(Family Business &**  
**Entrepreneurship) Programme**  
**Term - III**

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<b>Course Code</b>	<b>MFB4CCSM04</b>
<b>Course Title</b>	<b>New Venture Creation</b>

**Course Learning Outcomes (CLO):**

At the end of the course, the students should be able to:

1. Identify new business opportunities
2. Explain the process of setting up a new business unit
3. Develop and complete a business proposal for a proposed venture
4. Create an effective new venture plan

**Syllabus**

**Teaching Hours**

<b>Unit I: Ideation</b> <ul style="list-style-type: none"> <li>• How to assess a business opportunity;</li> <li>• Development an evaluation of a persuasive business plan;</li> <li>• Resources one needs to start a new business</li> </ul>	08
<b>Unit II: Business Plan</b> <ul style="list-style-type: none"> <li>• Forms of finance available and raising capital;</li> <li>• The costs, challenges and rewards of being an entrepreneur;</li> <li>• The mechanics of producing a sound business plan;</li> <li>• The process of raising venture capital and other types offinance;</li> <li>• Managing and sustaining growth</li> </ul>	15
<b>Unit III: Issues pertaining to new venture creation</b> <ul style="list-style-type: none"> <li>• Failure–symptoms and management;</li> <li>• When and how do entrepreneurs and their investors realise their returns;</li> <li>• The problems and potential pitfalls encountered in building a new business.</li> </ul>	07

**Suggested Readings:**

1. Meyer, M. H., Crane, F.G., New Venture Creation: An Innovator’s Guide to Entrepreneurship, Sage Publications
2. William A. S., How to Write a Great Business Plan, Boston: Harvard Business Review Press.