

Programme	: M. Com	
Course Code	: COC 114	Title of the Course: <b>New Venture Creation.</b>
Number of Credits	: 4	
Effective from AY	: 2018-19	

<b>Prerequisites:</b>	Students have studied B. Com and basic understanding of Entrepreneurship.	
<b>Need, Description, and Objectives</b>	<p>The very purpose of the course is to make the students to understand the role of growth agents in the development of any economy, viz., Entrepreneur, Intrapreneur, and Government. After completing the course in particular and the program in general, students will be planning to become part of one these growth agents, either as employers or as employees. They may start their own enterprises, they may join with an organisation where they will contribute as an Intrapreneur, and also they may join with government organisations which may also enable them to be part of the developing the economy in various ways. Hence, the very purpose of this course to enable the students to understand the intricacies of becoming a growth agent, which is not an easy task as it requires creative ideas with huge future potentials.</p> <p>Role and importance of growth agents in the process of economic development will be the basic aspect of this course. Students will be learning the importance of business plan and also how to prepare a successful business plan for the purpose of submitting the same for obtaining finance. The course also provides basic knowledge about venture capital financing, its evolution, the global scenario, Indian perspectives, and the role of venture capital associations. Finally, the students are supposed to learn the art of managing the newly created business ventures so as to attain the ultimate goal of becoming a growth agent for transforming the economy to a higher level.</p> <p>Course is really interesting and it gives insights to the students to understand the significance of becoming an “employer” rather than becoming an “employee”, but of course not all can be an employer as the creative mind and risk taking attitude differs from person to person. This paper will also make the students to understand the significance of Venture Capital financing. Though it is coming under one of the many sources of funding, students were made to realize that this is the only source of funding available for any viable and potential New Business IDEA, but care should be taken before approaching Venture Capitalist, else the Business Plan gets rejected very easily.</p>	
<b>Content:</b>	<p><b>UNIT 1: Introduction to Agents of Growth.</b></p> <p>Meaning and Importance of Economic Development &amp; Growth – Process of Development and Growth (Imitation, Innovation, and Invention) – Creativity – Agents of Growth (Entrepreneur, Intrapreneur, Government) – Birth of an Enterprise (Growth agents, process, outcome) – Women Entrepreneurship – Social Entrepreneurship – Strategic Entrepreneurship – Significance of Business Life Cycle – Importance of Rejuvenation Strategies – Series of Life Cycles.</p> <p><b>UNIT 2: Importance of Business Plan</b></p> <p>Meaning and importance – Business Plan for an existing venture Vs new venture – Business Valuation Approaches – Components of Business Plan – Do’s and Don’ts of Business Plan.</p> <p><b>UNIT 3: Financing of New Venture</b></p>	<p>12 hours</p> <p>12 hours</p> <p>12 hours</p>

	<p>Sources of Development Finance – Role of Financial Institutions and Consultancy Firms – Evolution of Venture Capital – Growth Agents Vs Venture Capital Vs Economic Development – Economic Impact of Venture Capital – Global Venture Capital Scenario – Role of Venture Capital Associations.</p> <p><b>UNIT 4: Managing New Business Venture</b></p> <p>Managing at different Life Cycle Stages – Strategies available (concentration, stability, growth, retrenchment, and consolidation) – Preparing for the New Venture Launch – Early Management Decisions – Growth of the New Venture – New Venture Expansion – Going Public – Ending the Venture.</p>	12 hours
<b>Pedagogy:</b>	<p>The following methods and forms of study are used in the course:</p> <ul style="list-style-type: none"> <li>• Lectures, Case studies, and Self-study (doing home assignments on various aspects of agents of growth, importance of creativity and creative ideas, doing research on the web with respect to venture capital associations, identifying future potential employment opportunities as an employee or an employer)</li> <li>• Self-study with literature to understand the importance of growth agents and role of venture capital.</li> </ul>	
<b>Reference / Readings:</b>	<ol style="list-style-type: none"> <li>1. Timmons, Jeffrey A; <i>New Venture Creation: Entrepreneurship for the 21<sup>st</sup> Century</i>, Irwin McGraw-Hill. 2015</li> <li>2. Robert D. Hisrich &amp; Micheal P. Peters, <i>Entrepreneurship</i>, Tata McGraw Hill. 2016</li> <li>3. C. B. Gupta &amp; N. P. Srinivasan, <i>Entrepreneurial Development</i>, Sultan Chand &amp; Sons. 2016</li> <li>4. C. B. Gupta &amp; N. P. Srinivasan, <i>Entrepreneurship Development in India</i>, Sultan Chand &amp; Sons. 2017</li> <li>5. Desai, Vasant, <i>Dynamics of Entrepreneurial Development and Management</i>, Himalaya Publishing house. 2017</li> <li>6. Desai, Vasant, <i>Project Management and Entrepreneurship</i>, Himalaya Publishing House, Mumbai, 2000.</li> <li>7. Sue Birley &amp; Daniel F. Muzyka, <i>Mastering Enterprise</i>, Financial Times Pitman Publishing, 2003.</li> <li>8. Drucker, Peter, <i>Innovation and Entrepreneurship: Practice and Principles</i>, Heinemann, London, 1985.</li> <li>9. Holt, David. H, <i>Entrepreneurship: New Venture Creation</i>, Prentice Hall India.2015</li> </ol>	
<b>Learning Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Able to identify themselves as part of one of the growth agents, viz., entrepreneurs, intrapreneurs, or government.</li> <li>2. Able to understand various methods available for business valuation.</li> <li>3. Able to prepare a business plan and identifying the appropriate financing agencies.</li> <li>4. Understand the evolution and importance of venture capital and its economic impact.</li> <li>5. Able to apply best management practices at each and every life cycle stages of a business venture.</li> </ol>	