



Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program

Faculty of Management and Finance

University of Ruhuna

BTE 22313: Business Planning and Venture Creation

Level: 2000

Number of Credits : 03

Course Description

This course provides an understanding of the concepts, theories, models, tools, and techniques that are required in dealing with the venture creation process. It comprises with identifying and analyzing the business opportunities, generating innovative business ideas, converting those ideas into viable and sustainable ventures, and managing the venture for its growth and survival. Moreover, this course provides a practical guide for preparing a comprehensive and viable business plan for ventures.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Explain concepts, theories, and models of venture creation.
- Define the business planning concept and its key elements.
- Assess the business environment and identify business opportunities.
- Generate viable business ideas and develop a comprehensive business plan for the venture.
- Diagnose the problems and challenges at various stages of the venture life cycle and suggest suitable solutions.

Teaching/Learning Methods

Lectures, guest lectures, case studies, group discussions, workshops, and field visits.

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Introduction to venture creation
2. Venture creation process
3. Recognizing business opportunities and building business models
4. Business idea generation and market assessment
5. Tools to analyze business context and risks
6. Entrepreneurship entry modes
7. Premises selection and facility planning
8. Business Plan and its Key Elements
9. Develop a comprehensive business plan
10. Venture start-up and structuring
11. Strategies for venture growth and survival

Recommended Readings

1. Burns, P. *New Venture Creation: A Framework for Entrepreneurial Start Ups*. Palgrave Macmillan/ The latest edition.
2. Adams, S.S. *New Venture Creation: Entrepreneurship for the 21st Century*.

McGraw Hill / The latest edition.

3. Abrams, R. *Successful Business Plan: Secrets and Strategies*, Amazon Book Clubs/ The latest edition.