



ENT 22223: Venture Creation

Level: 2000

Number of Credits : 03

Course Description

Venture creation deals with identifying and analyzing the business opportunities, generating innovative business ideas and converting those ideas into viable and sustainable ventures and managing the venture for its growth and survival. Further this course covers business plan development for venture success.

Intended Learning Outcomes

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

- Explain the process of venture creation,
- Identify business opportunities and generate business ideas
- Assess the market and decide the feasibility of the business idea
- Develop a comprehensive business plan for the proposed venture
- Determine suitable solutions for the problems and challenges at various stages of the venture life cycle

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. Motives for entering into entrepreneurship
3. Venture creation process
4. Identification and assessing business opportunities
5. Business idea generation and market assessment
6. Business plan development
7. Entrepreneurship entry modes
8. Premises selection and facility planning
9. Structuring the new venture
10. Initiating the new venture
11. Managing the venture for survival and growth
12. Problems faced by the entrepreneurs at the start-up stage

Recommended Readings

1. Adoms, S.S. (2016). *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill.
2. Marc, H. Meyer, F.G. (2014). *New Venture Creation: An Innovator's Guide to Entrepreneurship*. SAGE Publications.
3. Burns, P. (2014). *New Venture Creation: A Framework for Entrepreneurial Start Ups*. Palgrave Macmillan.
4. Holt, D.H. (2016). *Entrepreneurship: New Venture Creation*. Pearson Education. India.