



# SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE		CREATION OF NEW VENTURE
Detailed syllabus		
Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	<p><b><u>Title of the topic</u> : Opportunities Identification and Idea generation for starting a new venture</b></p> <p>1.1 Opportunities search and identification</p> <p>1.1.1 Opportunities through Change</p> <p>1.1.2 Opportunities in Various sectors</p> <p>1.2 Idea generation</p> <p>1.2.1 Steps for idea generation</p> <p>1.2. 2 Techniques for idea generation</p> <p>1.4 Analyzing the feasibility, desirability and viability of the idea</p>	14
2.	<p><b><u>Title of the topic</u> : Models for new ventures</b></p> <p>2.1 Four stage growth model</p> <p>2.2 Value proposition model</p> <p>2.3 Business Model canvas</p> <p>2.4 Lean canvas model</p>	14
3.	<p><b><u>Title of the topic</u> : New Venture Compliances</b></p> <p>3.1 Selecting the appropriate legal format</p> <p>3.1.1 Sole proprietorship; partnership, LLP corporation, Pvt ltd</p> <p>3.2 Registration compliances</p> <p>3.3 Challenges in legal and registration compliances</p>	12

4.	<p><b>Title of the topic :</b>Business plan preparation for new ventures</p> <p>4.1 Meaning and need for business plan</p> <p>4.2 Hands on preparation of the business plan using the Score Deluxe template of Business plan</p> <p>4.3 Preparing Elevators Pitch for financiers/investors</p>	14
	<b>Total Number of Lectures</b>	<b>54</b>
<p><b>Suggested Reference Books:</b></p> <p><b>Suggested Reference Books</b></p> <ol style="list-style-type: none"> <li>1. Entrepreneurship Development Small Business Enterprises Poornima Chrantimath Pearson Publication</li> <li>2. Entrepreneur Development New Venture Creation Satish Taneja and S.L Gupta Galgotia Publication</li> <li>3. Entrepreneurship-New Venture Creation , David Holt Prentice Hall of India</li> <li>4. Entrepreneurship Management; Dr. Aruna Kaulgad; Thomson Publication</li> <li>5. Essentials of Entrepreneurship and small business Management; Thomas Zimmerer and Norman S; Pearson Publication</li> </ol> <p><b>Web sites :</b></p> <ol style="list-style-type: none"> <li>1. www.yourstory.com</li> <li>2. www.entrepreneur.com</li> <li>3. www.nen.org</li> <li>4. <a href="http://www.startupnation.com">www.startupnation.com</a></li> <li>5. www.indianangelnetwork.com</li> </ol>		