

**SES's L.S.RAHEJA COLLEGE OF ARTS AND
COMMERCE
(AUTONOMOUS)**



Syllabus of New Venture planning under NEP 2020 Vertical - SEC with effect from 2024-25

Department of Commerce & Management

Head of the Department/Sr. Person: Prof. Dr. Anupama Nerurkar

Date of approval by the Board of Studies (Commerce & Management): 25/04/2024

Approved by the Academic Council on: 29/04/2024

Ratified by the Governing Body on: 06/05/2024



Programme: Bachelor of Commerce (Financial Markets)		Semester: II			
Course: New Venture Planning Academic Year: 2024-2025 Batch: 2024-2027		Code: UGBFMIISEC124			
Teaching Scheme	Evaluation Scheme				
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

Learning Objectives:	<ul style="list-style-type: none"> ● To understand the key components of venture planning. ● To understand the stages of venture development.
Learning Outcomes:	<ul style="list-style-type: none"> ● Develop a comprehensive venture plan for a new business. ● Apply venture development principles to build a sustainable business
Pedagogy:	Interactive discussions, Case studies, Group activities, Role plays

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
	Venture Planning: Meaning of New Venture, Organizing and Financing a New Venture ,Financial Planning: Long-Term and Short-Term , Structure of Venture Capital Industry , case study, Types and Costs of Financial Capital	Classroom lecture and group discussion	15 lecs

	Intellectual Property and New Venture Formation ,Alternative Financing Options case study		
II	<p>Venture Development: Steps involved in starting of Venture</p> <ul style="list-style-type: none"> • Institutional support to an Entrepreneur • Venture funding, requirements of Capital (Fixed and working) <p>Sources of finance, problem of Venture set-up and prospects</p> <ul style="list-style-type: none"> • Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. • New trends in entrepreneurship 	Classroom lecture and project development	15 lecs

REFERENCE BOOKS

1. Entrepreneurship Development Small Business Enterprises Poornima Chrantimath Pearson Publication
2. Essentials of Entrepreneurship and small business Managemnt; Thomas Zimmerer and Norman S;Pearson Publication.
3. Holt, David H, Entrepreneurship: New Venture Creation, Pearson.
4. Robert Hisrich, Michael peters, Dean Shepherd, Entrepreneurship, McGraw Hill Education