

List of GEs offered by Department Small and Medium Enterprises (CVS)
Semester V

GENERAL ELECTIVE COURSE -5.1 (GE-5.1)

Launching a New Venture

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|----------------------------------|---------|-----------------------------------|----------|---------------------|-----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Launching a New Venture (GE-5.1) | 4 | 3 | 1 | 0 | 12 th Pass | Nil |

Learning Objectives

The purpose of this paper is to acquaint students with various opportunities to establish and launch a new venture with identifying the entrepreneurial opportunity.

Learning Outcomes

After completion of the course, learners will be able to:

1. demonstrate entrepreneurial opportunities and create business ideas.
2. analyse and conduct feasibility study of business proposals.
3. describe the formation of new ventures and recognise its legal aspects.
4. recognise the significance of human resource and strategic planning.
5. discuss various stages of financing for a business venture.

Unit 1: Entrepreneurial Opportunities and Business ideas

9

Hours

Innovation and Creativity: Meaning and types of Innovations; Meaning and role of creative thinking in generating Innovative ideas.

Entrepreneurial Opportunities and Business Ideas: Meaning, nature and Identification of Entrepreneurial Opportunities; Meaning, nature and Techniques of generating Business Ideas; Difference between Entrepreneurial Opportunities and Business Ideas

Unit 2: Feasibility Study

9 Hours

Market Feasibility: Customer Analysis; Pricing Decision; Sales Forecast and Sales Distribution; Competition Analysis, Financial Feasibility: Concepts of startup (project) costs, operating costs; introduction to sources of finance; introduction of various financial statements, Technological Feasibility: Product/Service Feasibility

Unit 3: Business Formation**9 Hours**

Meaning and process of formation of Sole Proprietorship, Partnership, Limited Liability Partnership, Company (including Section 8 company and One Person Company) and Non-Governmental Organizations (NGO), Legal Aspects-Intellectual Property Protection: Patents, Copyrights, Trademarks.

Unit 4: Human Resource and Strategic Planning**9 Hours**

Team building and Networking, Management Strategies; Competitive Strategy, Corporate Strategy; Business Strategy, Functional Strategy and Operating Strategy, Business Plan.

Unit 5: Business Scalability and Growth**9 Hours**

Financing through Pitching, Financing Stages: Self-funding, Seed capital, Business Incubators and Facilitators, Angel Investors, Banks, Venture Capitalists, Initial Public Offering (IPO), Strategies for Growth-Acquisition, Mergers, Franchisee, Diversification, Market Segmentation, Market Penetration, Market Development, Product Development, Internationalization.

Suggested Case Studies:

- Swiggy- Foodtech Startup
- Flipkart- E-Commerce Startup
- ByJu's – Education tech Startup
- PayTm- Fintech Startup
- Dream 11- Gaming Startup
- Ola- Mobility Startup
- OYO- Hospitality Startup
- Meesho- e-commerce Startup
- Nykaa- e-commerce Startup

Exercises:

The learners are required to:

1. create a plan to start own business. The plan should highlight the capital requirements, scale of operations, etc. Discuss the most suitable form of business applicable in this case and justify the same highlighting the advantages and disadvantages of their choice.
2. for the plan created in the above exercise, conduct a feasibility study.
3. identify the legal aspects that would be relevant for the devised plan.
4. identify the human resources needed for the above plan. Also, elaborate on various aspects of strategic planning.
5. discuss various stages of financing for certain popular business ventures.

Suggested Readings:

- Holt, D. H. (1992). *Entrepreneurship: New venture creation*. Uttar Pradesh, India: Pearson Education India.
- Allen, K. R. (2015). *Launching new ventures: An entrepreneurial approach*. United States: Southwestern College Publishing.
- Bansal, S. (2020). *New Venture Planning*. New Delhi, India: JSR Publishing House.
- Timmons, J. A. (1990). *Planning and financing the new venture*. Baltimore, United States: Brickhouse Publishing Company.
- Kaplan, J. M., & Warren, A. C. (2009). *Patterns of entrepreneurship management*. New Jersey, United States: John Wiley & Sons.
- Zimmerer, T. W., & Scarborough, N. M. (2005). *Essentials of Entrepreneurship and Small Business Management*. United States: Pearson.

<https://www.projectmanager.com/training/how-to-conduct-a-feasibility-study>

Notes:

1. Suggested readings shall be updated and uploaded on the college website from time to time.
2. Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.

B.A. (VS) Small and Medium Enterprises Semester V

GENERAL ELECTIVE COURSE -5.2 (GE-5.2)

Management of Small Business Enterprises

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

| Course title & Code | Credits | Credit distribution of the course | | | Eligibility criteria | Pre-requisite of the course (if any) |
|--|---------|-----------------------------------|----------|---------------------|-----------------------|--------------------------------------|
| | | Lecture | Tutorial | Practical/ Practice | | |
| Management of Small Business Enterprises GE-5.2 | 4 | 3 | 1 | 0 | 12 th Pass | Nil |

Learning Objectives:

The purpose of this course is to acquaint the students with the basic knowledge of managing a small enterprise.