

Name of College: S. R. Luthra Institute of Management						
Faculty		Management		Program	Master of Business Administration (M.B.A.)	
Year		1		Version	2.0	
Semester		2		Effective From	July 2026	
Course Code		MMBA21204	Course Name	New Venture Creation (NVC)		
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Credits	Lecture (L)	Tutorial (T)
4	4	0	0	4	4	0

Course Outcomes:

CO	Students will be able to
CO1	<i>Explain</i> key concepts of entrepreneurship, venture creation processes, start-up ecosystems, and opportunity recognition.
CO2	<i>Identify</i> viable business opportunities using Design Thinking (OR tools such as environmental scanning, customer discovery, and market gap analysis).
CO3	<i>Evaluate</i> the market, technical, financial feasibility and sustainability of a new venture idea using appropriate analytical frameworks.
CO4	<i>Select</i> appropriate funding sources and support systems for the creation of a new venture.
CO5	<i>Formulate</i> implementation and growth strategies for a new venture.
CO6	<i>Develop</i> a comprehensive business model and pitch deck for a new venture.

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	-	1	-	3
CO2	2	2	1	2	3	3
CO3	2	3	2	3	3	3
CO4	1	2	-	2	-	3
CO5	1	-	2	2	3	3
CO6	1	-	2	2	3	3



Phase I		
Description	CO	Hours
Entrepreneurship and New Venture Opportunity Analysis - Conceptual understanding of an entrepreneur, entrepreneurship, start-up, start-up ecosystem, new venture, new venture typologies, innovation and creativity. - Sources of new venture ideas – Design Thinking (The design thinking process shall be undertaken through an idea generation sprint). - Environmental Scanning (SWOT, PESTLE), Market Gap Analysis	1, 2	10
Business Model and Market Validation - Importance of a Business plan and its components - Developing a business model using Business Model Canvas - Market feasibility - Customer segmentation, targeting and value proposition - Customer discovery interview - Proof of concept, Minimum viable product - Financial feasibility - Cost structure and Pricing, revenue models - Cash flow projections, break-even analysis, NPV, IRR & ROI - Capital Structure - Technical Feasibility - Technology, resources and operations - Sustainability assessment ESG considerations	3	20
Phase II		
Venture Planning: - Sources of funds - Angel Investors, Venture Capital, Incubators, Accelerators, Crowd funding - Regulatory Aspects: - Forms of business (Sole, Pvt. Ltd., LLP, OPC) - Registration and Legal Compliance - IPR, Copyrights, trademarks, patents - Government Schemes & Support for Start-ups - Startup India, Digital India, Make in India initiatives - MSME support schemes - Mudra Yojana, KVIC, SIDBI funding, CGTMSE scheme - State-level policies (e.g., Gujarat Startup Policy, Industrial Policy) - Role of incubators, accelerators, and industry clusters - Women Entrepreneurship Schemes, Rural Entrepreneurship Schemes	4	10



Venture Launch - Entry strategies – bootstrapping v/s funded launch, Go-to market strategy, branding and digital presence - Growth strategies – expansion, scaling up, partnerships	5	15
Report Preparation and Presentation - Developing a pitch deck for investors - Storytelling for investors - Developing a comprehensive business model, developing a prototype or Minimum Viable Product	6	05

Internal Assessment

Criteria for Evaluation	CO	Marks	CCE Phase
Idea Generation & Opportunity Identification	1, 2	15 (5+10)	1
Model and Market Validation	3	10	
Identification of funding sources and regulatory support systems	4	15	2
Implementation and Growth Strategies	5	10	
Total		50 Marks	

External Assessment

Criteria for Evaluation	CO	Marks
Entrepreneurial spirit / vigor / clarity	1	5
Feasibility, Prototype development and demonstration	3	15
Implementation and Growth	5	10
Pitch Deck and Business Plan	6	20
Total		50 Marks

The marks will be awarded in proportion of 50:50 by external and internal examiners respectively. Students have to obtain 40% marks in both components individually in order to be declared Pass in the said components.

Continuous Evaluation:

The Continuous Evaluation component shall carry 50 marks and will be conducted in two phases to assess the students' progress throughout the duration of the project.

The first evaluation shall be conducted upon the completion of Phase I. During this stage, the student group shall present the work completed in Phase I. The internal faculty guide shall interact with the students, conduct a viva voce examination, and award marks out of 25 based on their performance.

The second evaluation shall be conducted prior to the Semester-End External Viva Voce Examination. In this stage, the internal faculty guide shall assess the progress and outcomes of the new venture creation project through a presentation and viva voce examination and award marks out of 25.

Thus, the two evaluations shall collectively account for the 50 marks allocated to Continuous Evaluation.



Semester End Viva:

The Semester-End Evaluation shall be conducted in the form of an External Viva Voce Examination. Each student group shall present its project work before an external examiner appointed by the University, who shall assess the quality of the work, the outcomes achieved, and the students' understanding of the project.

Components of a Business Plan:

- Cover Page
- Executive Summary
- Table of Contents
- Business Concept (includes the Design Thinking Process)
- Environmental Scanning
- Business Model Canvas (BMC)
- Feasibility Study
- Regulatory compliance
- Implementation and Growth

References:

Books:	
1.	Launching New Ventures: An Entrepreneurial Approach; Kathleen R. Allen; 8 th ed. (2020), Cengage.
2.	New Venture Creation: A Framework for Entrepreneurial Start-ups; Paul Burns; 3 rd ed. (2024), Bloomsbury
3.	Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Arya Kumar, Pearson
4.	The Venture Mindset: How to Make Smarter Bets and Achieve Extraordinary Growth; Ilya Strebulaev, Alex Dang; 2024, Nicholas Brealey Publishing
5.	New Venture Creation: Entrepreneurship for the 21st Century; Stephen Spinelli, Jr., Robert Adams; 9 th ed., McGraw-Hill Irwin
6.	Entrepreneurship: New Venture Management; Safal Batra; 2 nd ed. (2023), Cengage
7.	Entrepreneurship & New Venture Planning (e-book); Abha Mathur, Taxmann
Web Resources:	
1.	https://www.startupindia.gov.in/content/sih/en/government-schemes.html
2.	https://www.myscheme.gov.in/search/category/Business%20%26%20Entrepreneurship

