



M.B.A. Semester III
CORE COURSES

PM03CMBA22: NEW ENTERPRISE MANAGEMENT

Course Code	PM03CMBA22	Title of the Course	New Enterprise Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none">To impart conceptual knowledge and practical understanding of New Enterprise ManagementTo inculcate the skill of project appraisal and preparing a feasibility report
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Course Content: 30 sessions		
Unit	Description	Weightage (%)
1.	The Entrepreneurial Perspective: The Nature and Importance of Entrepreneur, The Entrepreneurial and Intrapreneurial Mind, Corporate Entrepreneurship, Entrepreneurial Strategy: Generating and Exploiting new entry opportunities	25
2.	Creating and Starting the venture: Creativity and Business Idea, Legal Issues for the Entrepreneur, The Business Plan, The Marketing Plan, The Organizational Plan, Financing the New Venture: Sources of Capital, Risk Capital and Venture Capital, The Financial Plan	25
3.	Managing, Growing and Ending the New Venture: Entrepreneurial Strategy, Strategies for growth and Managing the Implication of Growth, Accessing Resources for Growth from External Sources, Going Public and Ending the Venture	25
4.	'Product feasibility Report' Preparation and Discussion (Super Shampoo Case, Vegetron Limited: A Case Study of Financial Projections and other relevant cases	25



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Teaching-Learning Methodology	<ul style="list-style-type: none">• Class discussion on concept and issues, case study.• Preparation of 'Product and Feasibility Report' in group
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Mid Semester Written / Practical Examination	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	End – Semester University Examination	40%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Prepare a business plan independently and make a financial projection of a new startup.
2.	Analyse marketability and technical feasibility of a project.
3.	Imbibe an entrepreneurial mindset and assess the risk for a startup.
4.	Learn to take initiatives and develop an innovative approach.
5.	Enhance entrepreneurial ability.



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Suggested References:

Sr. No.	References
1.	Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd, Entrepreneurship, Tata McGraw Hill, sixth special Indian edition New Delhi.
2.	Arya Kumar, Entrepreneurship – Creating and Leading an Entrepreneurial organization Pearson.

Online resources

Journal of Financial Planning, Financial Planning Association, <https://www.plannersearch.org/>

All such journals are available from
http://www.spuvvn.edu/administration/service_centres/library/open_sources/free_ejournals.php