

NEW VENTURE CREATION AND START-UPS

(GC - 601)

T.Y.B.B.A. (IB) (Sem. - VI)

● Dr. Sheetal M. Randhir

● Dr. Neha Shantanu Puranik

● Dr. Kabir G. Kharade

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As Per
New
Syllabus
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Dr. Sheetal M. Randhir

(M.Com., G.D.C. & A., NET, Ph.D.)

Tikaram Jagannath College of Arts, Commerce and Science, Khadki, Pune.

Dr. Neha Shantanu Puranik

(M.Com., MPBA, DTL, DCM, SET, M.Phil, Ph.D.)

Huzurpaga Mahila Vanijya Mahavidyalaya, Pune.

Dr. Kabir G. Kharade

(M.Com., Ph.D.)

Department of Computer Science at Shivaji University, Kolhapur.

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~~~~~  
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~~~~~  
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~~~~~  
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## **Preface**

It is a matter of great readers. This book has been 'Risk Management' for T.Y.

This book comprehensively Course of Savitribai Phule has been written to meet the special features of the book.

1. Full coverage of the course
2. Chapter outline at the beginning of the topics covered in the book
3. Point wise explanation of the topics
4. Topics are logically arranged according to the modified syllabus
5. Proposed questions for the examination
6. Extensive use of diagrams, key concepts and tables
7. Conversational, lucid and easy to understand

Every effort has been made to provide authentic material on the subject.

We are very grateful to all who have rendered all possible help in preparing this book. It proves useful to the students. Suggestions of readers are welcome.

**With best wishes.**

# Syllabus

T.Y.B.B.A - IB (Sem. - VI)

New Venture Creation and Start-ups

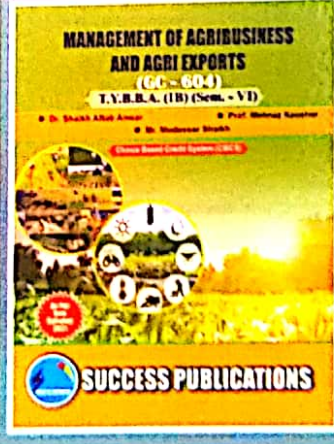
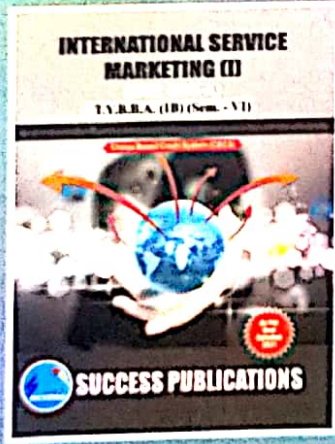
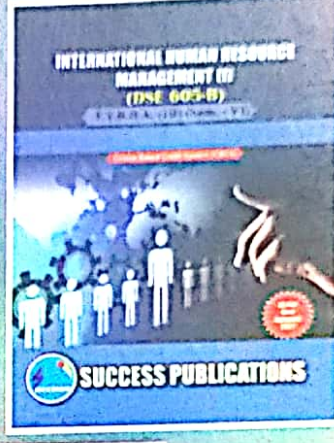
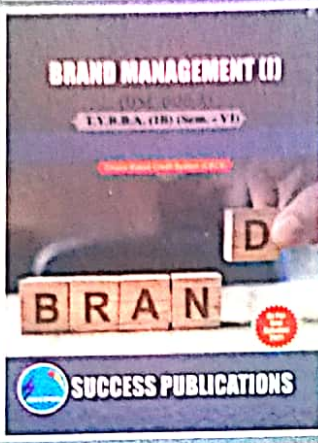
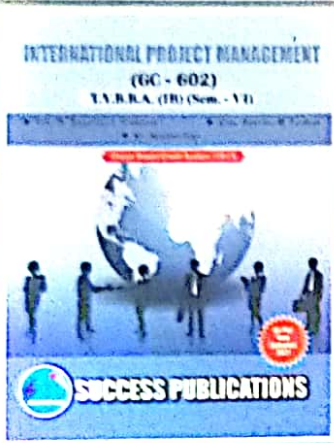
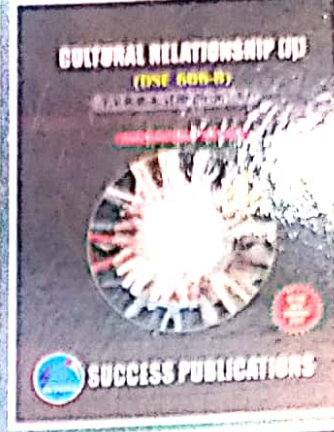
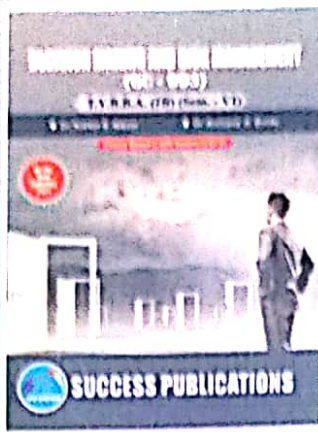
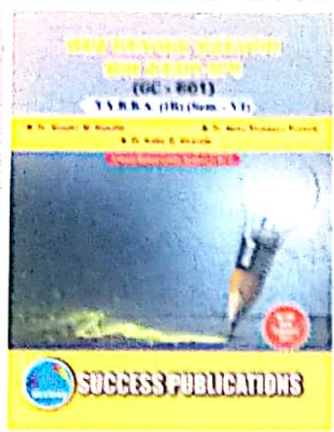
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| Unit No. | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.       | <b>Introduction to Entrepreneurship:</b><br>1.1 Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager,<br>1.2 The Entrepreneurial decision process.<br>1.3 Role of Entrepreneurship in Economic Development,<br>1.4 Ethics and Social responsibility of Entrepreneurs.<br>1.5 Opportunities for Entrepreneurs in India and abroad.<br>1.6 Woman as Entrepreneur                                                                                                                                                                                                      |
| 2.       | <b>New Venture Management:</b><br>2.1 Financing and managing the new venture Sources of capital, financial controls.<br>2.2 Record keeping, recruitment, motivating and leading teams, identifying training and development of a competitive team.<br>2.3 Marketing and brand creation, advertising and promotion strategies, target market generation and potential tapping, competitor analysis tools and techniques<br>2.4 E-commerce and Entrepreneurship, role of social media and websites in new venture development, digital tools facilitating marketing, sales, dispatch and payments |
| 3.       | <b>Creation of a start-up and business plan preparation:</b><br>3.1 Idea Generation; Creativity and Innovation;<br>3.2 Identification of Business Opportunities;<br>3.3 Market Entry Strategies<br>3.4 Feasibility Study:<br>3.4.1 Marketing Feasibility;<br>3.4.2 Financial Feasibilities;<br>3.4.3 Political Feasibilities;<br>3.4.4 Economic Feasibility;<br>3.4.5 Social and Legal Feasibilities;                                                                                                                                                                                           |



|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <p>3.4.6 Technical Feasibilities;</p> <p>3.4.7 Managerial Feasibility,</p> <p>3.4.8 Location and Other Utilities Feasibilities</p> <p>3.5 Business Plan Business model – Meaning, designing, analysing and improvising;</p> <p>3.6 Business Plan – Meaning, Scope and Need; Financial, Marketing, Human Resource and Production/Service Plan; legal constraints and documentation in start-ups Business plan Formats;</p> <p>3.7 Project report preparation and presentation</p>                                        |
| 4. | <p><b>Institutional support to Entrepreneurship:</b></p> <p>4.1 Role of Directorate of Industries,</p> <p>4.2 District Industries, Centers (DICs),</p> <p>4.3 Industrial Development Corporation (IDC),</p> <p>4.4 State Financial corporation (SFCs),</p> <p>4.5 Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC),</p> <p>4.6 National Small Industries Corporation (NSIC),</p> <p>4.7 Small Industries Development Bank of India (SIDBI)</p> |





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Ph. No. 24434662, Mobile ; 9325315464  
E-mail : sharpgroup31@rediffmail.com  
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