

## OBE based Teaching Lesson Plan 2019-20

**Program** : BBA (Entrepreneurship)  
**Course Name** : Venture Establishment - I  
**Course Code** : M3 17 AR 405  
**Semester** : IV  
**Lecture hours** : 60  
**Faculty in-charge** : Dr.P.Muralidharan

<b>Course Outcome No.</b>	<b>Course Outcomes</b>	<b>T level Indicator</b>
CO1.	Analyse the political, economic and social environmental factors that determines the establishment of a venture.	T4
CO2.	Examine the implications of legal and regulatory aspects that need to be observed while starting up a new venture.	T5
CO3.	Evaluate business plan and its relevance by using market & industry analysis.	T5
CO4.	Generate financing options for start-up in alignment with prospective investor's objectives.	T6
CO5.	Plan for launching the product or service into the market by using operation, KPI & financial matrix.	T6
CO6.	Convert customer needs into a specific product and service in line with proposed financial plan , marketing plan and operational plan.	T6

<b>Module No. &amp; Topics Covered</b>	<b>Course Outcome No.</b>	<b>No. of Lecture Hours</b>	<b>Pre-Class Activity</b>	<b>Instructional techniques</b>	<b>Assessment</b>	<b>T level</b>
Module1 - Introduction to Venture Establishment - Meaning-Types of	CO1	08	Video on Venture Establishment.	PPT presentation / Lectures / Case	Discussion, Questions & Answers	T4

<p>Ventures - Verticals of a venture - Selecting the vertical. Market research concepts- primary and secondary information - Market survey- Interviews, survey, groupsurvey- Identificationofmarke tstooperatein- Analyzingthe political, economical, social environment.</p>				Study		
<p><b>Module2 - Legal andregulatory aspectsfor starting up a venture.</b> Regulatory framework for Starting a Business - Tax regulations (Taxes- central, state and local taxes) - Incorporation of a business - Obtainingnecessarype rmitsandlicenses- PurposeofIntellectu al Property(IP)laws- Codes,designsorresear ch,filingtherightpaten t/ trademark/copyright claim, Purpose of Information Technology law- Meaning of digital signatures and e-contracts.</p>	CO2	12	Collection of Specimen copies	Lecture & Videos	Discussion, Questions & Answers	<b>T5</b>
<p><b>Module3 - Business model and plan.</b> Industry and Market Analysis-Anatomy of a Business Plan- Business Description - Designing a Business Strategy and a Marketing Plan- Organization, Operations and Development Plans- Financial Plan- Assets and Risk Management-</p>	CO3	10	Preparation of Business Plan	PPT presentation / Lectures / Case Study	Discussion, Questions & Answers	<b>T5</b>

Preliminary Business Evaluation.						
<p><b>Module4 - Entrepreneurial Financing and Investors pitch</b></p> <p>Managing start-up finance: sourcing off finance-Financing Decision- angel investors, VCs (venture capitals) and joint ventures, allocation of funds- Investments decisions; Unit economics; Concept of costs, profits, and losses; Managing cashflow; analyzing financial performance- Roadmap and trajectory- Investor pitch.</p>	CO4	10	Discussion on Investor Pitch / Case Study Analysis	PPT presentation / Lectures / Case Study	Discussion, Questions & Answers	<b>T6</b>
<p><b>Module5 - Product Metrics 10 Hrs</b></p> <p>Launching the product or service into the market, Operational Metrics-value of operations, Key Performance Indicators (KPI), performance measurements, relationship between operational managers and revenue producers. Financial Metrics-Liquidity on Balance Sheet and return on assets, and Marketing Metrics-ROI, ROAS (Return On Advertising Spend), Customer Retention Rate. CLV (Customer Lifetime Value).</p>	CO5	10	Product Launch / Activity	Lecture & Case study	Discussion, Questions & Answers	<b>T6</b>

<p><b>Module6 Organisation Operations</b></p> <p>Production operations- Production through separation- Production by modifying or improving, identifying the customer needs and convert that into a specific product or service.</p> <p>Outsourcing- areas of outsourcing, maintaining control, hiring standards, rules and standards of outsourcing.</p> <p>Banking- Lending of Funds-Investment Banking, technology-Communication, Marketing, Productivity, Customer Service.</p> <p>Finalizing Financial Plan, Marketing Plan, Operational Plan</p>	CO6	10	Role Play / Activity / Case Study	Lecture and Presentations	Discussion, Questions & Answers	<b>T6</b>
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**Continuous Internal Assessment –**

SI No	Nature of CIA Evaluation	Probable dates
1	Create a Business Essentials Checklist, Identify investment, regulatory tasks, marketing activities, and human resource needs	2 <sup>nd</sup> December 2019
2	Test	19 <sup>th</sup> February 2020

**Books for Reference:**

1. Break Into VC: How to Break Into Venture Capital and Think Like an Investor Whether You're a Student, Entrepreneur or Working Professional (Venture Capital - Bradley Miles)
2. Venture Capital Investing: The Complete Handbook for Investing in Private Businesses for Outstanding Profits- David Gladstone , Laura Gladstone

3. The Little Book of Venture Capital Investing: Empowering Economic Growth and Investment Portfolios by Louis C. Gerken (Author), Wesley A. Whittaker
4. THE ENTREPRENEURIAL BIBLE TO VENTURE CAPITAL: Inside Secrets from the Leaders in the Startup Game by Andrew Romans (Author)
5. Venture Capital Deal Terms: A guide to negotiating and structuring venture capital transactions by Harm de Vries , Menno van Loon, Sjoerd Mol
6. Founder's Pocket Guide: Startup Valuation by Stephen R. Poland (Author)
7. Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms by Jeffrey Busgang (Author)
8. Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist by Brad Feld , Jason Mendelson Dick Costolo (Foreword)
9. Term Sheets & Valuations - A Line by Line Look at the Intricacies of Term Sheets & Valuations (Bigwig Briefs) Fourth Printing Edition by Alex Wilmerding, Aspatore Books Staf , Aspatore.com.

**Approved by:**