

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Global Program)

**Year – II (Semester – IV) (W.E.F. January 2014)**

**Specialization: Entrepreneurship and Family Business (EFB) – *A New Specialization!***

**Subject Name: New Venture Creation - Family Business Expansion (NVC-FBE)**

**Subject Code: 2831001**

### **1. Course Objectives:**

The aim of the class is to provide hands-on experience of setting up a venture or working on Business Plan to expand / diversify / modernize / takeover / take global an existing family business / industrial firm / company / service providing organization.

The objectives of the subject study are:

- To provide a practice-based understanding of the process of new business creation.
- To provide opportunities to develop entrepreneurial skills in creating, developing and pitching new or innovative business idea.
- To practice strategy, marketing, new product launch, finance tools and team building to build a viable and sustainable business model under present economic conditions, however difficult these may be.
- To launch a new venture or expand / diversify / modernize / take Global a Family Business in terms of export – import / attracting foreign investment in India or investing abroad in warehouse / trading / manufacturing. (Using Global Country Study Reports)
- In a nut-shell, the student should be able to roll out his / her own New Enterprise or Expand Family Business, showing visible and measurable benefits.

### **2. Course Duration:**

The total hours for teaching this course will be 45 hours, which will be divided into 36 sessions of 75 minutes duration each. **The student is also expected to devote another 45 to 50 hours in preparing the Report and additional time for launching his/her new venture or expansion etc of the Family Business as per the course requirement.**

### **3. Course Contents:**

#### **Business Plan Development**

This practical component of program would result in development of a business plan based on the product or service selected by the student, and study of promoter's or entrepreneur's (own)

SWOT analysis, qualifications, business experience and capability, market potential of selected product / service including industry analysis and comparison, technical feasibility and financial viability of the proposed project, using techniques of research, survey, etc.

### **Work outline**

Based on academic inputs and training, the student is expected to finally develop a business plan that can be submitted to a Bank or Investors for possible seed capital or loan or both debt and equity funding. The student will undertake the necessary research, survey and field work to develop a viable business plan in a format acceptable to a Bank or financial institutions or Venture Capitalist as may be required. The Business Plan will be evaluated by experts including invitee from Bank or funding agency.

The idea is to enable the student to launch his / her new venture or undertake expansion / diversification / modernization or take family business Global through export / import / investment abroad or attract foreign investment in own business in India, or at least create a visible change for betterment of family business, by the time the student complete his / her MBA Program.

The student will prepare about 50 to 100 Page **Project Report (Feasibility Report / Viability Report / Techno-economic Viability Report)** and submit soft copy in CD (word and pdf file) and hard bound copy.

This subject carries **6 Credits: 3 Credits for Project Report and 3 Credits for practical** launching of new venture or expansion of Family Business with measurable achievements, namely: 1) Product / Service Prototype, 2) Registration of MSME venture with local Government authority, 3) Submission of Project Report for seeking financial assistance from Venture Capitalist or Bank, 4) Obtaining PAN Number of Business, 5) Starting to do some business by obtaining the first order. (At least four out of five conditions should be satisfied).

**Appropriate Books and Reference material as suggested by the Professor may be used.**