**TID7206: New Business Venture Strategy**

**Short description**

This course concentrates on the study of launching of new business enterprises. It covers identification of the business idea, preparation of business plans, methods for evaluating new venture ideas, formulation and implementation of business strategies for new ventures, and the financing of new ventures.  The course utilizes lecture, discussion, exercise, videotape, and case study as methods of learning.  It integrates knowledge gained from the prior core business courses to sharpen the student's ability to "think entrepreneurially" and form new ventures.

**Course objectives:**

1. To prepare students to become competent in the traditional areas of management: accounting, finance, marketing, economics, and production by developing the capability and capacity to "think entrepreneurially" about a venture;
2. To build entrepreneurial and new venture formation skills;
3. To offer opportunities in planning and evaluating new business ventures;
4. To develop effective team work skills;
5. To develop and present a comprehensive business plan;
6. To reflect on new learning attained through this course and how this learning can assist in personal growth.

**Learning outcomes:**

At the end of the course the students are expected to;

1. Individual scholastic excellence demonstrated, through preparation and presentation of concepts and techniques of entrepreneurship and new venture formation, in case studies, class participation, and the individual project.
2. Outstanding team performance demonstrated, through preparation and presentation of concepts and techniques of entrepreneurship and new venture formation, in case studies and the team project.
3. Personal growth through the setting of objectives and clarifying expectations at the beginning of the course, as well as, through reflective analysis at the end of the course.

**Methods of course delivery:**

1. lectures and discussions
2. self study assignments
3. case studies and group discussions

**Method of assessment**

Assessment will be done through coursework which will include assignments, class room and take home tests, project work and presentations and a written examination. Course work will carry a total of 40% and written examination carries 60%. Coursework marks will be divided into; Assignments 5%, Tests 10% and Practical Work 25%.

**Course content**

The topics to be covered include;

1. Entrepreneurship (8 hours),
2. Business Planning (8 hours),
3. Opportunity Recognition and Venture Evaluation (8 hours),
4. The Entrepreneur and Entrepreneurial Team (8 hours),
5. Financing of Ventures (8 hours),
6. New venture marketing (5 hours).
7. Case Studies (15 hours)

**Basic reading list/references**

1. *New venture strategy: Timing, Environmental uncertainty and performance*, shepherd, D.A and Shanley M. (1998) Publisher Sage ISBN 0-7619-1354-8
2. Bruce R. Barringer and R. D. Duanne Ireland. 2010. *Entrepreneurship, Successfully Launching New ventures*. 3rd Edition. Pearson Prentice Hall
3. *The future of management*, Gary Hamel, Bill Green, 2007, Howard business school Publishing, ISBN 13:978-1-422-1-0250-3
4. Clustensen C.M, Roth E.A, Scott D. *Seeing what is next using theories of innovation to product industry changes*, 2004, Harvard Business School Publishing.
5. Vadin Kotelmkov, High Growth Business Development, Venturepreneurs Stage By Stage Guide To Venture Formation, 2009.
6. Carland, J.C, Carland J W. *A new venture creation model,* Western Carolina University, 2001.
7. W. Chan Kim. And Renee Mauborgne. *Blue Ocean Strategy. How to Create Uncontested Market Space and make the Competition Irrelevant.* 2005. Harvard Business Press.