

## **BUSINESS OPPORTUNITY IDENTIFICATION**

<b>Subject Ref. No.</b>	<b>:</b>	<b>MANB503D</b>	<b>No. of Credits</b>	<b>:</b>	<b>4</b>
			<b>No. of Periods / Week</b>	<b>:</b>	<b>4</b>
			<b>Assignments / Sessional</b>	<b>:</b>	<b>20</b>
			<b>Semester Examination</b>	<b>:</b>	<b>80</b>

### **Unit 1: Business and Environment**

- Introduction to Business and its Environment
- Environmental Scanning and Analysis
- Challenges of New Venture Strategies
- Sources of Finance and Problems

### **Unit 2: Market Survey Techniques**

- Market Assessment: Tools and Techniques
- Methods of Market Survey and Sources of Market Information
- Presentation of Market Survey Report

### **Unit 3: Business Plan and Project**

- Business Plan Preparation and Project Financing
- Market Feasibility, Technical Feasibility and Financial Viability
- Project Report Preparation

### **Unit 4: Business Opportunities and Start-up Policy**

- Business Opportunities in the Contest of Odisha and Industrial Policy of the State
- Start-up Policy Framework and Incentives

### **Unit 5: Business Incubation Centers**