**Course Outline Format**

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| --- | --- |
| Program | **BSEE** |
| Credit Hours | **3** |
| Duration | **One Hour and Thirty Minutes** |
| Prerequisites | **NA** |
| Resource Person | **Khalid Asghar** |
| Counseling Timing | **Monday 1:45 to 3:00 p.m****Tuesday 3:00 to 5:00 p.m****Wednesday 1:45 to 3:00 p.m****Thursday 3:00 to 5:00 p.m** |
| Contact | **Khalid.asghar@umt.edu.pk** |

**Chairman/Director Programme signature………………. Dean’s signature…………**

**Date………………………………….**

**Learning Objective**

* **:** Entrepreneurship is an important component in the process of economic development. The purpose of this course is to analyse the theories of entrepreneurship and to go for case studies of successful entrepreneurs.
* Be able to recognizing the opportunities and generating ideas.
* Be able to frame the feasibility analysis.
* Be able to write the business plan.
* Be able to analyze industry and competition.
* Be able to develop the effective business model.

**Learning Methodology**

1. Formal lectures using slides containing not only the text book but also different reference books.
2. Small Business formations in and outside the universities
3. Group Studies, discussion, presentations, on board learning.
4. Quiz,(Announced and unannounced) Assignments, Class questioning, Research on related topics.
5. Meeting with different entrepreneurs in the city.
6. Case studies and model formation of entrepreneuship.

**Grade Evaluation Criteria**

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

**Marks Evaluation Marks in percentage**

Qizzes 5

Assignments 5

Business Models 10

Mid Term 20

Attendance & Class Participation 0

Term Project 0

Presentations 10

Final exam 50

Total 100

**Recommended Text Books**

1. Entrepreneurship successfully launching new ventures fourth edition by Bruce R. Barringer/R.Duane Ireland

**Reference Books**

* 1- Entrepreneurial Small Business fourth edition by Jerome Katz / Richard Green
* 2- Entrepreneurship and Small Business Management second Edition by Steve Mariotti. Caroline Glackin

**Calendar of Course contents to be covered during semester**

|  |  |  |
| --- | --- | --- |
|  **Lectures** |  **Activity** |  **Reference** |
| 1 | Introduction | TB Ch 0 |
| 2 – 4 | Changing Demographics of entrepreneurs The Entrepreneurial Process | TB 1.1 – 1.3 |
| 5 – 6 | Identifying and recognizing business opportunitiesFinding Gaps in the market place | TB 2.1 – 2.3 |
| 7 – 9 | Techniques for Generating IdeasEncouraging and protecting ideas | TB 3.2-3.4 |
| 10 – 13 | Feasibility AnalysisHow learning from customers caused a successful firm | TB 4.1 – 4.3 |
| 14 – 15 | Finding the right business partnerFinancial Feasibility analysis. | TB 5.1 – 5.2 |

**MID**

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| --- | --- | --- |
| 17 – 19 | The business PlanOutline of the business Plan | TB 6.1 – 6.4,  |
| 20 -22 | Presenting the business plan to investorsIndustry Analysis | TB 7.1 – 7.4 |
| 23-24 | Thriving in a crowded industry by creating the meaningful value and differentiations from competitors | TB 8.1 – 8.2 |
| 25-27 | Developing an Effective Business ModelComponents of an Effective Business Model | TB 9.1 – 9.3 |
| 28-30 | Importance of Intellectual Properties | TB 10.1 – 10.2 |
| 31-32 | Presentations  | None |