



University of Management and Technology

School of Business and Economics

Course Title: Entrepreneurship
Course Code: MG365
Resource Person: Aysha Qayyum
Department: Marketing

SBE Vision

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. SBE envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

SBE Mission

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. SBE will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

Program Objectives

The objectives of BSCS / BSIT program is to focus on software development, networking, designing and finding business opportunities in this field and provides students with in depth technical skills and hands- on approach and practice to enable them to start their career with confidence. This program places a deep emphasis and provides students with an extensive knowledge on business and application and is designed to equip them with the necessary latest technical skills required to meet the needs of the business.

Course Objectives

Active participation in the course will enable students to:

- Appreciate and understand the spirit, challenges, and rewards of entrepreneurship.
- Understand the sources of new venture opportunity.
- Effectively assess entrepreneurial opportunities and build the required business plan to reach entrepreneurial goals.
- Understand special issues facing entrepreneurs and unique contexts for business venturing.

Learning Objectives

- Practice and improve skills in negotiating required for a new venture.
- Gain exposure to resources available for entrepreneurs.
- How to pitch an idea effectively
- How to present business idea to potential investors

Learning Outcomes

By the end of the course, students should be able to:

- Understand the basics of Entrepreneurship and its applications.
- Apply entrepreneurial skills and tools specifically needed for entrepreneurial ventures.
- To create case studies at your own on Entrepreneurs in local market.
- To create Newspaper articles on topics related to Entrepreneurship by publishing articles in Leading Newspapers of Pakistan.
- Recognize contents of entrepreneurial process and the business plan.
- Develop the ability to generate and assess new venture ideas.
- Estimate value of entrepreneurial ventures.
- Develop and understand marketing plan, production plan, HR plan, Financial Plan, Legal form of new venture, Intellectual Property.
- Apply theory, concepts and ideas for new venture.
- Understand practical small business operational issues such as taxation, liabilities, governmental authorities and departments.

Teaching Methodology (List methodologies used –example are given below)

Interactive Classes
Case based teaching

STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK

Class Policy:-

- **Be On Time**
You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.
- **Mobile Policy**
TURN OFF YOUR MOBILE PHONE! It is unprofessional to be texting or otherwise.
- **Email Policy**
READ YOUR EMAILS! You are responsible if you miss a deadline because you did not read your email.
Participants should regularly check their university emails accounts regularly and respond accordingly.
- **Class Attendance Policy**
A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F' (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.
- **Withdraw Policy**

Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded "F" grade which shall count in the GPA.
- **Moodle**
UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to moodle@umt.edu.pk
- **Harassment Policy**

Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

- Use of Unfair Means/Honesty Policy

Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

- Plagiarism Policy

All students are required to attach a “Turnitin” report on every assignment, big or small. Any student who attempts to bypass “Turnitin” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat “Turnitin”, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

- Communication of Results

The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

Course Outline

Course code.....MG365.....

Course title: Entrepreneurship

Program	BBA (H), B.Com (H)
Credit Hours	3
Duration	15 Weeks
Prerequisites (If any)	Introduction to Business Principles of Marketing Management
Resource Person Name and Email	Aysha Qayyum aysha.qayyum@umt.edu.pk
Counseling Timing (Room#)	
Contact Information	aysha.qayyum@umt.edu.pk
Web Links:- (Face book, Linked In, Google Groups, Other platforms)	https://www.smeda.org/ http://www.lcci.com.pk/ http://www.pseb.org.pk/ http://plan9.pitb.gov.pk/

Chairman/Director Programme signature.....Date.....

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signature.....

.....Date.....

Grade Evaluation Criteria

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

Marks Evaluation

Marks in percentage

Quizzes	10
Assignments	10
Mid Term	20
Class Participation & Activities	10
Term Project & Presentations	30
Final exam	<u>20</u>
Total	100

Recommended Text Books:

Entrepreneurship, Successfully Launching New Ventures by Bruce R. Barringer & R. Duane Ireland, 4th Edition.

Reference Books:

Entrepreneurship, 6e, Donald Kuratko, Richard Hodgettes

Entrepreneurship, 2e, Robert Baron, Scott Shane

The Lean Startup, 1e, Eric Ries

The Art of the Start, 1e, Guy Kawasaki

No	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Teaching Method	Assessment Criteria	Deadlines and Homework
1	History and Theories Myths and Definitions Entrepreneurial School of thought	Understanding of the concept of Entrepreneurs, History of Entrepreneurship	This lecture will enable students to differentiate Entrepreneurship from enterprise creation.	Class Activity + Lecture		
2	Intrapreneurship Entrepreneurial Intensity Entrepreneurial Process	How to differentiate entrepreneurs from businessmen. Why some people are more successful than others.	This lecture enables students to identify personality traits that differentiate successful entrepreneurs from businessmen	Lecture	Assignment	Within a Week
3	Recognizing Opportunities & Generating Ideas Applying Lean Start-up Methodology	What is the difference between idea and opportunity, the main sources of opportunity recognition? Lean start-up model	Differentiate raw business ideas from opportunities, Identify business opportunities. How to start with minimum resources	Lecture	Case Study	Within a Week
4	Feasibility Analysis: Product, Market,	How to evaluate opportunities on the basis of feasibility analysis.	After this lecture students will be able to assess market potential.	Class Activity + Lecture	Assignment + Quiz	Within a Week

	Organizational, Financial.					
5	Writing a Business Plan & presenting it to investors	How to formulate business plan, How to present it to Investors.	This lecture enables the students to craft a business plan and also how to pitch it to get funding.	Class Activity + Lecture	Case Study	Within Week a
6	Industry and Competitor Analysis	How to conduct industry and competitors analysis to see your profitability in the market.	After this lecture students will be able to conduct industry analysis and assess market completion by utilizing tools for industry and competitor analysis.	Class Activity + Lecture	Quiz	Within Week a
7	Developing an Effective business model	Development of workable business model and identify its important components.	Students will get to know about business models and its creation	Lecture	Case Study	Within Week a
8	Developing Business Model Canvas	Development of business model canvas for their respective projects.	Students will be able to develop business models for their projects.	Lecture	Assignment	Within Week a
9	Potential Flaws in business model, Core Strategy and Strategic resources & Customer Interface	How to avoid potential flaws of business model.	Will enable the students how to avoid flaws and how to make their business models more adaptive.	Lecture	Case Study	Within Week a
10	Preparing Proper legal and Ethical	Importance of code of conduct and Ethics for business. What are available legal forms of business for an entrepreneur?	After this lecture students will learn how ethically strong organization avoids legal disputes and how to develop an ethical	Lecture	Class Activity	Within Week a

	Foundation of a business		culture. What legal form of business they should opt.			
11	The importance of intellectual property: Patents, Trademarks and Copyrights (IPRs)	Why IPRs are important for entrepreneurs, process of getting IPRs.	After studying this lecture students will come to know how to secure their business models and how to protect their businesses.	Lecture	Assignment	Within a Week
12	Marketing of an Entrepreneurial Firm	How to develop marketing strategies, how to make people aware of our product/service.	Students will learn to market their projects/business, and to develop marketing strategies keeping in mind existing competition.	Lecture	Quiz	Within a Week
13	Internal Strategies for Firm Growth	Why growth is important for business? What are the internal growth options available for business?	This lecture will enable the students to analyze internal growth options.	Lecture	Quiz	Within a Week
14	External Strategies for Firm Growth	Differentiating internal and external growth strategies. What are the external growth options available for business?	This lecture will enable the students to analyze external growth options and make a comparison of external vs. internal growth strategies.	Lecture	Project Presentation	Within a Week
15	Case Study on Entrepreneurship	Applying different techniques of Entrepreneurship	This lecture enables the students to apply different techniques of Entrepreneurship and analysis the moves taken by successful businesses.	Lecture	Project Presentation	Within a Week