**Course Outline**

**Entrepreneurship (MG365)**

Fall 2022

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| **Instructor** | Salman Zaheer |
| **Office No.** | 3N-2, 2nd Floor (North), Main Building. |
| **Office Hours** | Monday to Friday, 8:00am-10:00am (otherwise by appointment) |
| **Email** | salman.zaheer@umt.edu.pk |
| **Telephone** |  |
| **Course URL (If any)** |  |
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| **COURSE BASICS** | | | | |
| **Credit Hours** | Three (3) | | | |
| **LECTURES** | **Lectures per week** | Two (2) | **Duration** | 75 minutes each |
| **Venue** |  | | | |
| **TUTORIALS** | **Sessions per week** | NA | **Duration** | NA |
| **Venue** | NA | | | |

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| **COURSE DISTRIBUTION** | |
| **Core** | Yes (for undergraduate students majoring or minoring in Business) |
| **Elective** | Yes (for all others) |
| **Prerequisite (s)** | Introduction to Business |

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| **COURSE DESCRIPTION** |
| This course is taught by applying different tools and is focused on student’s skill enhancement. Practical activities are a part of this course to give the students a realistic view of our business world. The skills learned in our entrepreneurship classes are vital for the success of any business -- large or small, public or private, corporate or not-for-profit, local or global. This course enables the students to recognize, create and shape opportunities, provide the leadership and build the team to create economic and social value.  They will learn to assess feasibility and drivers of opportunities, develop viable business models, and take action.  We teach both predictive and creative approaches to all aspects of launching, growing and expanding businesses. |

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| **PROGRAMME OBJECTIVES - BBA** | |
| PO-1 | Critical Thinking and Decision Making |
| PO-2 | Effective Communication Skills |
| PO-3 | Ethics and Sustainability |
| PO-4 | Core Business Knowledge and Competence |
| PO-5 | Effective Teamwork and Leadership Skills |
| PO-6 | Industry Focus |
| PO-7 | Global Perspective (Internationalization) |

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| **PROGRAMME LEARNING OUTCOMES (PLOs) – BBA** | |
| PLO-1 | Graduates must be able to use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, make effective decisions and apply appropriate quantitative and qualitative techniques in solving business problems. |
| PLO-2 | Graduates must be able to draft effective business documents and prepare and deliver effective oral business presentations using a variety of appropriate technologies. |
| PLO-3 | Graduates must be able to identify and analyze ethical conflicts and sustainability issues involving different stakeholders in order to develop viable alternatives and make effective decisions relating to business ethics and sustainability. |
| PLO-4 | Graduates must be able to demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum |
| PLO-5 | Graduates must be able to work effectively in teams and understand group processes, leadership, conflict, power and culture in organizations |
| PLO-6 | Graduates must be able to understand the dynamics of local industry and understand business as an integrated system and apply strategic planning tools to coordinate among the functional areas |
| PLO-7 | Graduates must be able to identify and analyze relevant global factors that influence decision-making and develop viable alternatives and make effective decisions in an international business setting. |

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| **COURSE OBJECTIVES** | |
| CO-1 | Appreciate and understand the spirit, challenges, and rewards of entrepreneurship |
| CO-2 | Understand the sources of new venture opportunity |
| CO-3 | Effectively assess entrepreneurial opportunities and build the required MVP to reach entrepreneurial goals. |
| CO-4 | Understand special issues facing entrepreneurs and unique contexts for business venturing |

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| **COURSE LEARNING OUTCOMES (CLOs) --- After taking this course, students should:** | |
| CLO-1 | Understand the basics of Entrepreneurship and its applications |
| CLO-2 | Apply entrepreneurial skills and tools specifically needed for entrepreneurial ventures |
| CLO-3 | Recognize contents of entrepreneurial process and MVP |
| CLO-4 | Develop and understand marketing plan, production plan, Financial Plan, Legal form of new venture, Intellectual Property. |

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| **GRADING BREAKUP AND POLICY** |
| Quizzes 15  Assignments 15  Mid Term 30  Final Term Project 20  Project Presentation & Viva 20 |

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| **EXAMINATION DETAILS** | |
| **Midterm Exam** | Yes/No: Yes  Duration: 90 minutes  Exam Specifications: Case Based or Industry data will be provided. |
| **Final Exam** | Yes/No: As per Examination Policy  In case of Final Project Presentation  Exam Specifications: Viva of project report  In case of Final Exam: Case Based or Industry data will be provided. |

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| **DELIVERY METHOD (S)** | |
| **Method** | **Application** |
| Case Studies | **Yes** |
| Film and Video clips | **Yes** |
| Journal Article Reviews | NA |
| Project based learning | **Yes** |
| Applied Projects | **Yes** |
| Guest Speakers | **Yes** |
| Skills Development Exercises | **Yes** |

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| **COURSE CONTENT AND DELIVERY METHOD** |

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| **Weeks** | **Topics** | **Application (Course Learning Outcomes achieved through this topic)** | **Application (Course objective achieved through this topic)** | **Assessment Item**  **(Used for this topic)** |
| 1 | Understanding of the concept of Entrepreneurs, History of Entrepreneurship. | CLO-1 | CO-1 |  |
| 2 | Entrepreneurship process & its contribution in Economy.  Idea generation, What classifies for Business opportunities.  Activity: In this activity students will identify their strengths and weaknesses and match it with the strengths of successful entrepreneurs. | CLO-1 | CO-2 | Assignment 1  & class activity |
| 3 | Evaluating opportunities  Activity: Ideation—students will identify business ideas by solving problems, identifying market gaps and analyzing macro environment. | CLO-3 | CO-3 | Quiz 1 |
| 4 | Feasibility Analysis of : Product/service, industry and target market, resources and financial resources  Sales Activity: Students will pool investment, select a product, make improvements and then sell it on profit. (submission is after 2 months) | CLO-2 | CO-2 | Assignment 2  Quiz 2 |
| 5 | Macro Environment analysis for different Industries in Pakistan,  Activity: : Students are required to suggest functional improvements in existing products—out of the box thinking | CLO-2, PLO-1, PLO-6 | CO-1 | Class activity |
| 6 | Creating Customer Persona  Market segmentation, Targeting & Positioning  Activity: Talking with the customers to get actual feedback and make changes | CLO-2 |  | Assignment 3  Quiz 3 |
| 7 | Creating Business Plans.  How to formulate & present business plans | CLO-4,PLO-3 |  |  |
| **8** | **Midterm Exam** |  |  | **Mid Term Exam** |
| 9 | Development of workable business model and identify its important components and selecting New Venture Team  Activity: Creating 2 minutes elevator’s pitch of their project | CLO-1, CLO-2 | Co-1, Co-4 |  |
| 10 | Choosing from Legal Forms of Business  ***Guest Speaker Session (Powered by CENTIN)*** | CLO-4 |  | Assignment 4 |
| 11 | Why IPRs are important for entrepreneurs, process of getting IPRs.  Activity: Connecting with different national and international funding platforms to get seed capital | CLO-4 |  |  |
| 12 | How to develop marketing strategies, how to make people aware of our product/service. How to position your product/Service  Activity: Creating social media presence and brand story of their businesses | CLO-4, PLO-4 |  | Quiz 4  Class activity |
| 13 | Why growth is important for business? What are the internal growth options available for business? | Clo-1, Clo-2 | CO-4 |  |
| 14 | Case study on New venture creation & Presentation | PLO-2, PLO-5 |  | Presentations |
| 15 | Case study on New venture creation & Presentation | PLO-2, PLO-5 |  | Presentations |

**Final Project:**

This project enables the students to work on their business ideas and turn them into viable businesses. The process starts with ideation, in which they are required to create business ideas from different idea generation sources. After that they will screen their business ideas based on potential market size, growth rate and some other important criteria. Once they have shortlisted one idea, they group will work on idea feasibility, industry and target market analysis, business plan and business model canvas formulation. All the activities in this course add to this creative process of value creation and innovation. They have to start, document, and sale their product/ service and have to earn profit in 4 months’ time. This gives them hands on experience of business creation and innovation. In the last session all teams have to participate in ***Entrepreneurship Gala (powered by CENTIN).*** Three best teams will get cash prize of Rs. 10,000, Rs. 7000 and Rs. 5000 respectively.

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| **RECOMMENDED / REFERENCE BOOK (S) / LIST OF READING MATERIALS** |
| * Entrepreneurship, Successfully Launching New Ventures by Bruce R. Barringer &   R. Duane Ireland, 6th Edition.  **Reference Books:**   * Blue Ocean Strategy by [W. Chan Kim](https://www.google.com/search?client=firefox-b-d&q=W.+Chan+Kim&stick=H4sIAAAAAAAAAOPgE-LSz9U3MDItMTAzUwKzzUtyyrMKtGSyk630k_Lzs_XLizJLSlLz4svzi7KtEktLMvKLFrFyh-spOGck5il4Z-YCAOBmh9pGAAAA&sa=X&ved=2ahUKEwjf4tXpsO3gAhVJ7HMBHSj4CyIQmxMoATAiegQICBAK), [Renée Mauborgne](https://www.google.com/search?client=firefox-b-d&q=Ren%C3%A9e+Mauborgne&stick=H4sIAAAAAAAAAOPgE-LSz9U3MDItMTAzU-LWT9c3NDI0LDLIsNCSyU620k_Kz8_WLy_KLClJzYsvzy_KtkosLcnIL1rEKhCUmnd4ZaqCb2JpUn5Rel4qAHs6F6RMAAAA&sa=X&ved=2ahUKEwjf4tXpsO3gAhVJ7HMBHSj4CyIQmxMoAjAiegQICBAL) * The Art of the Start by Guy Kwasaki * Entrepreneurship & Small Business, Start-up, Growth & Maturity, 4th Edition by Paul Burns. * Entrepreneurship, 7e, Donald Kuratko, Richard Hodgettes * Entrepreneurship, 2e, Robert Baron, Scott Shane |

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| **WEB RESOURCES** |
| * https://www.smeda.org/ * http://www.lcci.com.pk/ * http://www.pseb.org.pk/ * http://plan9.pitb.gov.pk/ |

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| **ACADEMIC RESPONSIBILITY POLICY STATEMENT (UMT)** |
| As a member in the academic community of University of Management and Technology (UMT), it imposes on students, faculty members, and administrators an obligation to respect the dignity of others, to acknowledge their right to express differing opinions, and to foster and defend intellectual honesty, in instruction and counseling, and expression on and off campus. In addition, faculty are responsible for but not limited to policies and procedures defined in board policies, administrative regulations, and the employment contract. Students are entitled to an atmosphere conducive to learning and to fair treatment in all aspects of the faculty-students relationship. |
| **FOR DEAN &AAQIC USE ONLY** |
| Quality Check:  Conform to Approved Curriculum:  Remarks: |