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| **Course Code:** | **MG365** |
| **Course Title:** | **Entrepreneurship** |

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| Resource Person: | MS. Aysha Qayyum |
| Email: | [aysha.qayyum@umt.edu.pk](mailto:aysha.qayyum@umt.edu.pk) |
| Contact Hours: | Displayed on office door |
| Office Address: | Department of Marketing – HSM |
| Programme: | Cohort Course |
| Semester: | Spring 2023 |
| Course Pre-requisites: | None |
| Credit Hours: | 3 |
| Course Type: | Core |
| Venue/Day/Time: |  |
| Course URL (if any): |  |

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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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| **Course Teaching Methodology:** |
| The course will be taught face to face. Lecturing, case studies and project would be assigned for ensuring participative learning. The teaching pedagogy of this course would be learning by doing, for this students would be given real time problems, case studies and assignments so that students could develop better understanding of Entrepreneurship. |

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| **Programme Educational Objectives (POs):** | |
| PO1: | To develop effective Teamwork and Leadership Skills |
| PO2: | To inculcate Critical Thinking and effective Decision-Making skills |
| PO3: | To develop Effective Communication Skills |
| PO4: | To polish Core Business Knowledge and Competence |
| PO5: | To expose and inculcate Ethical Behavior and Social Responsibility |
| PO6: | To provide real-life work experiences. |
| PO7: | To provide global perspectives. |

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| **Programme Learning Outcomes (PLOs):**  **After completing this degree programme, students shall be able to:** | | **Mapping the PLOs with POs** |
| PLO1 | Work effectively in teams and understand group processes, leadership, conflict, power and culture in organization. | PO1, PO5, PO6 |
| PLO2 | Use analytical and reflective thinking techniques. | PO2, PO4, PO6 |
| PLO3 | Apply appropriate quantitative and qualitative techniques in solving business problems. | PO2, PO3, PO4, PO5, PO6 |
| PLO4 | Draft effective business documents and prepare and deliver effective oral business presentations using the variety of appropriate technologies. | PO1, PO3, PO6 |
| PLO5 | Demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum. | PO4, PO5, PO6, PO7 |
| PLO6 | Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. | PO5, PO6 |
| PLO7 | Understand the dynamics of industry and understand business as an integrated system and apply strategic planning tools. | PO2, PO3, PO6 |
| PLO8 | Identify and analyze relevant global factors that influence decision making in an international business setting. | PO6, PO7 |

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| **Course Learning Outcomes (CLOs):**  **After completing this course, students shall be able to:** | |
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| CLO-1 | Appreciate and understand the spirit, challenges, and rewards of entrepreneurship. What is Entrepreneurship all about, its history and process. |
| CLO-2 | Understand the sources of new venture opportunity. How businesses can be created to solve many problems the society is currently facing and how ethics can be incorporated in the core. Successfully creating and leading teams and assigned tasks. |
| CLO-3 | Effectively assess entrepreneurial opportunities and build the required MVP/prototype/business model to reach entrepreneurial goals. |
| CLO-4 | Understand special issues facing entrepreneurs and unique contexts for business venturing and business growth. |

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| **Programme Learning Outcomes (PLOs):** | | **Course**  **Learning**  **Outcomes** |
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| PLO-1 | Work effectively in teams and understand group processes, leadership, conflict, power and culture in organization. | CLO-3 |
| PLO-2 | Use analytical and reflective thinking techniques | CLO2, CLO3 |
| PLO-3 | Apply appropriate quantitative and qualitative techniques in solving business problems. | CLO2 |
| PLO-4 | Draft effective business documents and prepare and deliver effective oral business presentations using the variety of appropriate technologies. | CLO2 |
| PLO-5 | Demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum. | CLO3 |
| PLO-6 | Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. | CLO2 |
| PLO-7 | Understand the dynamics of industry and understand business as an integrated system and apply strategic planning tools. | CLO1,CLO2 |
| PLO-8 | Identify and analyze relevant global factors that influence decision making in an international business setting. | CLO1, CLO4 |

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| **Assurance of Learning and Assessment Items:**  *Specify Assessment Items that will assure student learning through application and achieve objectives of specific CLOs* | |
| **Assessment Item** | **Application/ Objectives**  **CLO** |
| Quiz | **CLO 1, CLO2, CLO3** |
| Assignments | **CLO 2, CLO 3, CLO 4** |
| Mini-Project | **CLO 2, CLO 3** |
| Case Studies | **CLO 2, CLO 3, CLO 4** |
| Mid-term exam | **CLO 1, CLO 2** |
| Presentation | **CLO 2, CLO 3, CLO 4** |
| Final Term | **CLO 2,3,4** |

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| **Assessment Structure and Grading Policy\*:** | | |
| **Assessment Item** | **Weight (%)** | **Execution Plan** |
| Quiz | 15% | 4 quizzes spread in the course |
| Assignments | 15% | 4 assignments spread in the course |
| Project with Presentations | 30% | One-time assessment |
| Mid-term exam | 20% | One-time assessment |
| Final Term | 20% | One-time assessment |
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| **Total** | **100** |  |
| **Notes – Norms and Important Class Policies:**  *(such as submission guidelines, academic honesty, make-up policy, code of conduct)*   * Students need to adhere a strict attendance policy. Students will not be marked present once the attendance is announced on aportal. * No late assignment is acceptable. * As this is a hands on course, students will be working in groups. Thus, no free riding is allowed. All the members have to do their work diligently. * A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. | | |

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| **Weekly Sessions Plan:** | | |
| **Topics / Contents** | **Activity** | **Application/Objectives**  **CLO** |

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| 1 | Understanding of the concept of Entrepreneurs, History of Entrepreneurship.  Activity: In this activity students will identify their strengths and weaknesses and match it with the strengths of successful entrepreneurs. |  | CLO-1 |
| 2 | Entrepreneurship process & its contribution in Economy.  Idea generation, What classifies for Business opportunities. | Assignment 1  & class activity | CLO-1 |
| 3 | Evaluating opportunities  Activity: Ideation—students will identify business ideas by solving problems, identifying market gaps and analyzing macro environment. | Quiz 1  Case Study | CLO-3, PLO-1 |
| 4 | Feasibility Analysis: Product/service, industry and target market, resources and financial resources. | Assignment 2  Quiz 2 | CLO-2, PLO-2 |
| 5 | Target market and Industry analysis.  Can we get product-market fit? What improvements are actually needed in the products and services?  Activity: : Students are required to suggest functional improvements in existing products—out of the box thinking | Class activity  Case Study | CLO-2, PLO-2, PLO-6 |
| 6 | Creating Customer Persona  Market segmentation, Targeting & Positioning  Activity: Talking with the customers to get actual feedback and make changes | Assignment 3 | CLO-2, PLO-2 |
| 7 | Creating Business Plans.  How to formulate & present business plans  Sales Activity: Students will pool investment, select a product, make improvements and then sell it on profit. (submission is after 2 months) | Quiz 3 | CLO-3,PLO-5 |
| **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 business model canvas |  | CLO-3, PLO-5 |
| 10 | Choosing from Legal Forms of Business AND Ethics in business, Corporate Social Responsibility | Assignment 4 | CLO-2, PLO-4 |
| 11 | Why IPRs are important for entrepreneurs, process of getting IPRs. How to get funding for your start-up  Activity: Connecting with different national and international funding platforms to get seed capital | Case Study | CLO-2, PLO-4 |
| 12 | How to develop marketing strategies, how to make people aware of our product/service. How to position your product/Service  Disruptive innovation | Quiz 4  Class activity | CLO-3, PLO-5 |
| 13 | Why growth is important for business? What are the internal and external growth options available for business? | Case Study | CLO-4, CLO-2, PLO-8, PLO-6 |
| 14 | Final Project Presentation | Presentations | CLO-4, PLO-8 |
| 15 | Final Project Presentation | Presentations | CLO-4, PLO-8 |

**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.

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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: |