



University of Management and Technology
Course Outline
Entrepreneurship (MG365)
Spring 2022

Instructor	
Office No.	
Office Hours	
Email	
Telephone	
Course URL (If any)	

COURSE BASICS			
Credit Hours	Three (3)		
LECTURES	Lectures per week	Two (2)	Duration
Venue			
TUTORIALS	Sessions per week		Duration
Venue			

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

COURSE DESCRIPTION

Entrepreneurship is a core course which got immense importance and is taught by almost all good business schools across the globe. At UMT,HSM 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 and organizations

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.

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

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.

GRADING BREAKUP AND POLICY	
Quizzes	10
Assignments	10
Mid Term	20
Final Term Project	15
Project Presentation & Viva	15
Final Exam	<u>30</u>

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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.

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

COURSE CONTENT AND DELIVERY METHOD				
Sr. No	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	Idea generation, What classifies for Business opportunities.	CLO-1	CO-2	Assignment 1 & class activity
3	Evaluating opportunities and checking their feasibility	CLO-2	CO-2	Quiz 1

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4	Macro Environment analysis for different Industries in Pakistan, Sales Pitch (activity)	CLO-2, PLO-1, PLO-6	CO-1	Assignment 2 Quiz 2
5	Creating Customer Persona Market segmentation, Targeting & Positioning	Clo-2		Class activity
6	Creating Business Plans How to formulate & present business plans	CLO-4,PLO-3		Assignment 3 Quiz 3
7	Development of workable business model and identify its important components.	Clo-2	Co-1, Co-4	
8	Midterm Exam			Mid Term Exam
9	Selecting New Venture Team	CLO-1, CLO-2		
10	Choosing from Legal Forms of Business,	CLO-4		Assignment 4
11	Why IPRs are important for entrepreneurs, process of getting IPRs.	CLO-4		
12	How to develop marketing strategies, how to make people aware of our product/service. How to position your product/Service	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	Lean Startup Methodology How lean startup works for start-ups. MVPs	CLO-3, PLO-7	CO-3	Class Activity
15		PLO-2, PLO-5		



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Case study on New venture creation & Presentation			
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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](#), [Renée Mauborgne](#)
- [The Art of the Start](#) by [Guy Kawasaki](#)
- Entrepreneurship & Small Business, Start-up, Growth & Maturity, 4th Edition by Paul Burns.
- Entrepreneurship, 7e, Donald Kuratko, Richard Hodgettes
- Entrepreneurship, 2e, Robert Baron, Scott Shane

WEB RESOURCES

- <https://www.smeda.org/>
- <http://www.lcci.com.pk/>
- <http://www.pseb.org.pk/>
- <http://plan9.pitb.gov.pk/>

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.

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Quality Check:
Conform to Approved Curriculum:
Remarks:



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