



University of Management and Technology

Course Code:	MK654
Course Title:	Digital Venture Creation

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Contact Hours:	6:30 pm – 9:15 pm
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Programme:	MBA
Section	G
Semester:	Fall 2022
Course Pre-requisites:	Strategic Marketing Management
Credit Hours:	3
Course Type:	Elective
Venue/Day/Time:	Friday 6:30 – 9:15 pm
Course URL (if any):	--

Course Description:
<p>The development of the digital economy has revealed new prospects for entrepreneurs, leading to the formation of new business models, innovations and value in data driven sectors. The digital economy initially stemmed from the technology sector, but with the emergence of new tools and technologies, new digital enterprises and entrepreneurs have begun to emerge in a variety of sectors. Entrepreneurs have been particularly keen to discover opportunities where digital business models can be created to set free disruptive innovation, with serial venturing teams becoming digital entrepreneurs. Large revenues have been earned through digital entrepreneurship but developing a successful and a sustainable venture is a complex task. This course provides awareness into the advent of digital entrepreneurship, key concepts, business models and the resources needed to develop successful ventures. Students will build a business plan for a digital venture as part of a venture team and will exhibit this plan in a business pitch. This module will be of interest to participants planning on developing their own enterprise, or who intend on working in dynamic, digital businesses</p>

Course Teaching Methodology:



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This course is based on market intel, case study analysis, assignments, presentations, and a practical project. The course will also improve the presentation and start up pitch skills of the students as well. The classes will remain participant-centered, and students will be encouraged to participate in class discussions. The students may be able to understand the insights about Launching a Digital Venture as well as launch it by studying this course.

Program Educational Objectives (PEOs):

PEO-1	To inculcate reasoning, analytical, and decision-making skills.
PEO-2	To provide real-life work experiences
PEO-3	To provide opportunities to network with employers and entrepreneurs
PEO-4	To develop future leaders, managers, and entrepreneurs for the digital and globalized world
PEO-5	To develop effective presentation, oral, and written communication skills
PEO-6	To expose students to the important social, environmental, economic, and ethical issues

Program Learning Outcomes (PLOs): After completing this degree program, students shall be able to:

		Mapping the PEOs
PLO-1	Critically analyze complex business situations and make appropriate decisions	PEO-1,2,6
PLO-2	Successfully negotiate with the challenging work demands	PEO-3,4,5
PLO-3	Apply organizational theories, models, and frameworks to the real-world business situations to solve managerial issues.	PEO-1,2,6
PLO-4	Communicate effectively and efficiently, and deliver professional business presentations	PEO-5
PLO-5	Analyze and evaluate market opportunities and develop viable business plans.	PEO-1,2,6
PLO-6	Use digital technologies and data analytics tools to make informed decisions.	PEO-1,6

Course Objectives (COs)

CO-1	To demonstrate knowledge of the development of unique digital business models
CO-2	To understand the rise and development of the concept of digital entrepreneurship
CO-3	To effectively utilize the skills and resources required for launching a digital venture
CO-4	To understand the criteria for the development of a successful digital business plan and business plan pitch
CO-5	To enhance problem solving and decision-making abilities in these operational areas of digital entrepreneurship

Course Learning Outcomes (CLOs): After completing this course, students shall be able to:

CLO-1	Converse with the key stakeholders about issues relevant to the development of new digital ventures
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CLO-2	Analyze and interpret different approaches to the creation of digital business models	
CLO-3	Evaluate, analyze, understand, and interpret the activities involved in digital business venturing	
CLO-4	Understand opportunity recognition, development, and evaluation of digital business ventures in a variety of contexts	
CLO-5	Identify own personal attributes applicable to entrepreneurial situations in digital contexts	
CLO-6	Synthesize, analyze, interpret, and evaluate information from a range of sources, and contribute successfully to a peer work group	

Assurance of Learning and Assessment Items:

Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs

Assessment Item	Application/ Objectives PLO / CO / CLO
Assignments & Activities	PLO-1,3,4; CO-1,3,5; CLO-2,3,6
Case study Analysis	PLO-1,3,5; CO-2,4,5; CLO-2,4,5,6
Presentations/ Elevator Pitch	PLO-4; CO-1,4,5; CLO-1,6
Mid-Term Project	Most of stated PLOs, COs, and CLOs
Final Term	PLO-4; CO-1,4,5; CLO-1,6
Digital Venture Launch Plan	Most of stated PLOs, COs, and CLOs

Assessment Structure and Grading Policy*:

Assessment Item	Weight (%)	Execution Plan
Assignments + Activities	10%	3 Assignments + 2 Activities
Case Study Analysis	10%	4 Case Studies
Presentations / Elevator Pitch	25%	Presentations+ Elevator Pitch
Mid Term Project	15%	One-time assessment
Final Exam	20%	One-time assessment
Digital Venture Launch Plan	20%	One-time assessment
Total	100	

Notes – Norms and Important Class Policies:

(such as submission guidelines, academic honesty, make-up policy, code of conduct)

Class Policy:

You are required to be in class at the assigned time. If you arrive more than ten minutes late, you will be marked absent.

Mobile Policy:

Switch off your mobile phones while in class.

Email Policy:

You will be responsible if you miss a deadline because you did not read your email. Participants should regularly check their university email account.

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Class Attendance Policy:

A minimum 80% attendance is required for a participant to be eligible to sit in the final examination. Reporting sick and attending family functions (such as a wedding) will be considered as absent. Participants with less than 80% attendance in a course will be given grade 'F' (Fail) and will not be allowed to take the final exam. An 'F' grade will negatively impact student's CGPA.

Withdrawal Policy:

Students may withdraw from a course till the end of the 12th week of the semester. In such a case, a grade 'W' will be awarded. A 'W' grade will not impact student's CGPA. A student withdrawing after the 12th week will be awarded 'F' grade, which will negatively impact CGPA.

Harassment Policy:

Sexual or any other form of harassment through physical, verbal or electronic (mobile, email, etc.) means is constituted as punishable offence. Such actions will not be tolerated.

Use of Unfair Means/Honesty Policy:

Any participant found using unfair means or assisting another participant during a class test, quiz, assignment, examination, etc. will be liable for strict disciplinary action.

Plagiarism Policy:

Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. The participants will submit the plagiarism report to the resource person with every assignment, report, project, thesis, etc. A participant who fails to submit the 'Turnitin' report will receive 'F' grade that will count towards CGPA. If participants attempt to cheat 'Turnitin,' they will receive an additional 'F' that will count towards their CGPA. Look up the Student Handbook for further information on rules and regulations regarding plagiarism while submitting final report and other documents.

NOTE: STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE STUDENT HANDBOOK.

**Rubrics for all assessments (including mid and final exams) will be provided separately to the students.*

Weekly Sessions Plan:

Week	Topics / Contents	Activity	Application/Objectives PLO / CO / CLO
1	<ul style="list-style-type: none"> Developing a Digital Entrepreneurial Mindset for Data-Driven, Cloud-Enabled, and Platform-Centric Business Activities: Practical Implications and the Impact on Society 	Class lecture + Discussion	CO-1,2; PLO-1,2, CLO 1,2,5
2	<ul style="list-style-type: none"> Unleashing the Creativity of Entrepreneurs with Digital Technologies 	Class lecture	CLO 2,3,4, CO-1,2,3, PLO-1,5
3	<ul style="list-style-type: none"> The rise of entrepreneurship in digital spaces 	Activity+ Class lecture + Class discussion + Case Study	PLO-3; CO-2; CLO-2
4	<ul style="list-style-type: none"> The sharing economy and the digital business 	Case study analysis + Class lecture	PLO-1,2,6; CLO-4,6; CO-1,2
5	<ul style="list-style-type: none"> Opportunity development, assessment, and evaluation 	Quiz + Class lecture	PLO-1,2,5; CLO-2,3,4; CO-3,4

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6	<ul style="list-style-type: none"> Developing digital business models that capture value and sustain their competitive advantage 	Class lecture + Class activity	PLO-1,5; CLO-2,3; CO-1,4
7	<ul style="list-style-type: none"> The digital entrepreneurship environment and the nature of entrepreneurial activity 	Class lecture + term paper discussion + Case Study Analysis	PLO-1,3,5; CO-2; CLO-3
8	MID-TERM PROJECT		
9	<ul style="list-style-type: none"> Key actors, resources, and technologies to facilitate digital entrepreneurship 	Class lecture + research article discussion	PLO-6; CLO-1; CO-3
10	<ul style="list-style-type: none"> AI-Enhanced Business Models for Digital Entrepreneurship 	Class lecture + presentations	PLO-2,3,5; CO-4,5; CLO-1,6
11, 12 & 13	<ul style="list-style-type: none"> Digital Creativity: Upgrading Creativity in Digital Business 	Class lecture + Case Analysis	PLO-5; CO-1,3,4; CLO-1,2,4
14	FINAL EXAM		
15,16	<ul style="list-style-type: none"> The creation and development of the business plan 	Business plan + business plan presentation + assessment	Most of stated PLOs, COs, and CLOs

Primary Text Book (s):

Soltanifar, M., Hughes, M., Gocke, L. *Digital Entrepreneurship: Impact on Business and Society*. Springer.

Allen, J. (2019). *Digital Entrepreneurship: Launching a digital venture successfully*. Routledge.