**University of Management and Technology**

**Course Outline**

**Course Background Details:**

|  |  |
| --- | --- |
| Program | BS Aviation Management |
| Course code | AM222 |
| Course Title | Aviation Entrepreneurship |
| Credit Hours | 03 |
| Duration | 15 Weeks |
| Prerequisites | AM113-AM124-AM320 |
| Resource Person | Amna Hafeez |
| Counseling Timing | 06 hours per week |

**Description:**

Entrepreneurship is an interdisciplinary course designed to teach students how to think and act entrepreneurial. Students learn how to start-up and operate a business while in school, thus turning their learning into earning. The course will build on cross-curricular academic skills, by integrating inquiry-based learning and business tools that will enable students to analyze, create, develop and pilot small businesses in a safe campus environment. Those who manage and operate a small business will bring their products directly to the consumer via the local marketplace or present venture to potential investors for financing. This course is designed to introduce students to provide a variety of co-curricular activities to enhance out-of-class learning opportunities, the Aviation Entrepreneurship major prepares students for careers as business creators and developers. The major focus on the knowledge and skills required is threefold. First, the ability to identify and explain issues facing small, family, and aviation entrepreneurial businesses; second, to evaluate the viability of aviation business; and, third, prepare a start-up aviation business plan emphasizing financing, marketing and organization.

**Contact Details:**

Lecturer: Amna Hafeez. Email: [amnahafeez@umt.edu.pk](mailto:amnahafeez@umt.edu.pk)

**Course Learning Outcomes: (CLOs)**

|  |  |  |
| --- | --- | --- |
| **S No** | **CLO Statement** | **Learning Domain and level** |
| 1 | *Understand* the traits, skills, attitudes and drive necessary to be a successful entrepreneur. | **C2** |
| **2** | *Develop* personal growth plans to address weaknesses and capitalize on strengths in order to lead their potential to succeed in small business in aviation industry | **C3** |
| **3** | *Identify* personal strengths and weaknesses matching the profiles of successful small business owners. | **C3** |
| 4 | I*nterpret* the underlying concepts, theory, also the latest trends and issues related to entrepreneurship. | **C5** |
| 5 | Conversion of business idea and opportunity through *creative* thinking into effective business plan in teams. | **C6** |
| 6 | *Relate* potential viable idea to personal assessment profile. | **C6** |

**CLO – PLO Mapping:**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CLOs** | **PLOs** | | | | | | | | | | |
| **Critical Thinking and Decision Making** | **Effective Communication Skills** | **Ethics** | **Core Business Knowledge & Competence** | **Effective Teamwork** | **Industry Focus** | **Global Perspective (Internationalization)** | **Leadership Skills** | **Computer-based Information** | **Corporate Social Responsibility** | **Organizational Behavior** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 1 |  |  |  |  |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |  |  |  |  |  |

**Learning Methodology:**

This course includes a broad series of lessons and activities that offer a variety of modalities for ultimate student engagement and content retention. Each unit contains a series of lessons that include introduction of content, virtual demonstration of that content, and repeated opportunity to practice that content, along with 4 quiz, 3 class activities, 5 assignments, mid-term exam and final exam at the end of the course.

**Resources:**

1. Text Books

**ENTREPRENEURSHIP *Successfully Launching New Ventures***

FIFTH EDITION by Bruce R. Barringer, R. Duane Ireland

1. Reference Books
2. ***The Entrepreneur Mind***, Book by Kevin D. Johnson, 2013
3. ***The Lean Startup***, Book by Eric Ries, 2011
4. Reference Journal Articles
5. Fornahl, Dirk. (2003). 3. Entrepreneurial Activities in a Regional Context. Cooperation, networks and institutions in regional innovation systems, 38-57 (2003).
6. Kirkwood, Jodyanne & Dwyer, Kirsty & Gray, Brendan. (2014). Students' reflections on the value of an entrepreneurship education. The International Journal of Management Education. 12. 10.1016/j.ijme.2014.07.005.
7. Witold Nowiński , Mohamed Yacine Haddoud, Drahoslav Lančarič, Dana Egerová & Csilla Czeglédi (2017): The impact of entrepreneurship education, entrepreneurial selfefficacy and gender on entrepreneurial intentions of university students in the Visegrad countries, Studies in Higher Education, DOI: 10.1080/03075079.2017.1365359
8. Online resources and links:

<https://www.youtube.com/watch?v=UktKFnMFBZA>

<https://www.youtube.com/watch?v=f222WeiTCzo>

<https://www.youtube.com/watch?v=kixaIURlfJ8>

<https://www.youtube.com/watch?v=Yi1N_fd_N7k>

<https://www.youtube.com/watch?v=Fqch5OrUPvA>

<https://www.youtube.com/watch?v=PXoE2wMvTVE>

<https://www.youtube.com/watch?v=Fqch5OrUPvA&t=36s>

<https://www.youtube.com/watch?v=0mUxMpMTT28>

<https://www.youtube.com/watch?v=ZwFyASop8nc>

<https://www.youtube.com/watch?v=KWz7eklL9cI>

**Schedule:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Week** | | | **Course Content** | **Reference book Chapter** | **Reference of CLO** |
| 1-2 | | | Entrepreneurship: Changing the world…one idea at a time  Assignment 1 (research) | 1 | 1 |
| 3-4 | | | Recognizing Opportunities and Generating Ideas | 2 | 2 |
| 5-6 | | | Feasibility Analysis  Quiz 1 | 3 | 2 |
| 7-8 | | | Writing a Business Plan  &  Developing and Effective Business Model  Assignment 2 | 4,5 | 1, 2 |
| 9-10 | | | Industry Competitor Analysis  Assignment 3 | 6 | 3,4 |
| 11-12 | Case study analysis and discussion  Quiz 2 | |  | 1, 2, 3,4 |
| 13-14 | Presentation (individual) | |  | 3 |
| 15-16 | ***MID TERM*** | | | |
| 17-18 | Preparing a proper Ethical and Legal Foundation  Assignment 4 | | 7 | 4,5 |
| 19-20 | Case study analysis and discussion | |  | 4 |
| 21-22 | Building a new venture team  Quiz 3 | | 9 | 3,4 |
| 23-24 | Getting Financing and Funding  Assignment 5 | | 11 | 6 |
| 25-26 | Unique Marketing Strategies | | 12 | 6 |
| 27-28 | Strategies for firm growth  Quiz 4 | | 13 | 5 |
| 29-30 | Presentation (team) | |  |  |

**Assessments:**

|  |  |
| --- | --- |
| Assessment | Weightage (%) |
| Quiz 1  Quiz 2  Quiz 3  Quiz 4 | 10 |
| Assignment 1  Assignment 2  Assignment 3  Assignment 4  Assignment 5 | 10 |
| Class Activity 1  Class Activity 2  Class Activity 3 | 10 |
| Presentation 1 | 5 |
| Mid Exam (Written) | 20 |
| Project & its Presentation | 10 |
| Final Exam(Written) | 35 |

**Class Policy:**

***Students are required to read and understand all items outlined in the participant handbook***

**CLASS ATTENDANCE:** Students need to be in class at the assigned time. After 10 minutes past the assigned time, the students will be marked absent.

**TURN OFF MOBILE PHONE**: It is unprofessional to be texting or otherwise.

**READ EMAILS:** Participants should regularly check their university emails accounts regularly and respond accordingly. Students would be responsible if they miss a deadline because of not reading the emails.

**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 is absence and will not be counted as present. Participants with less than 80% of attendance in a course 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 to avoid reaching short attendance.

**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. In case of any problem while using MOODLE, visit <http://oit.umt.edu.pk/moodle>. For queries email: [moodle@umt.edu.pk](mailto: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, a second “F” will be awarded that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

**COURSE WITHDRAWAL 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.

**COMMUNICATION OF RESULTS:** The results of quizzes and assignments are communicated to the participants during the semester and answer books are returned. 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.

**Faculty Signature ……………………. Date……………………….**