



University of Management and Technology
School of Commerce and Accountancy
Quaid e Azam Campus

Course Outline

Course Title: ENTREPRENEURSHIP

(MG-365)

Program	BAC
Credits Hours	3
Duration	15 Weeks / 30 Sessions
Prerequisites	Introduction to Business
Resource Person	
Contact/Email	

Course Objectives

Active participation in the course will enable students to:

- Appreciate and understand the spirit, challenges, and rewards of entrepreneurship.
- Understand the sources of new venture opportunity.
- Effectively assess entrepreneurial opportunities and build the required business plan to reach entrepreneurial goals.
- Understand special issues facing entrepreneurs and unique contexts for business venturing.

Learning Objectives

- Practice and improve skills in negotiating required for a new venture.
- Gain exposure to resources available for entrepreneurs.
- How to pitch an idea effectively
- How to present business idea to potential investors

Learning Outcomes

By the end of the course, students should be able to:

- Understand the basics of Entrepreneurship and its applications.
- Apply entrepreneurial skills and tools specifically needed for entrepreneurial ventures.
- To create case studies at your own on Entrepreneurs in local market.
- To create Newspaper articles on topics related to Entrepreneurship by publishing articles in Leading Newspapers of Pakistan.
- Recognize contents of entrepreneurial process and the business plan.
- Develop the ability to generate and assess new venture ideas.
- Estimate value of entrepreneurial ventures.
- Develop and understand marketing plan, production plan, HR plan, Financial Plan, Legal form of new venture, Intellectual Property.
- Apply theory, concepts and ideas for new venture.
- Understand practical small business operational issues such as taxation, liabilities, governmental authorities and departments.

Teaching Methodology (List methodologies used –example are given below)

Interactive Classes

Case based teaching

Class activities

Applied Projects

Guest Speakers

Recommended Text Books:

Entrepreneurship, Successfully Launching New Ventures by Bruce R. Barringer & R. Duane Ireland, 4th Edition.

Reference Books:

Entrepreneurship, 6e, Donald Kuratko, Richard Hodgettes

Entrepreneurship, 2e, Robert Baron, Scott Shane

Assessment Criteria

Mid-Term	25%
Final exam	40%
Final Project & Presentation	10%
Quizzes	15%
Assignments	10%
Total	100%

Classroom Behavior:

- Regularity and Punctuality will be very strictly observed. You have an allowance of only six absences (Out of 30 sessions).
 - In case you are absent in six classes, you will get an 'F' grade in the course.
 - For leave, Prior Application approved by Batch Advisor is mandatory.
 - Arrive in the class within 10 minutes of the scheduled time, Otherwise marked absent.
 - If your group is making a presentation and you are not there, you will get a zero.
 - No Quiz, Assignment, Project will be entertained after due date.
 - Zero tolerance for Mobile usage in class.
 - No participant will be allowed to sit without displaying its student card.
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Participant Responsibilities:

Class Participation:

Positive, healthy and constructive class participation will be monitored for each class. Particular emphasis will be given during the presentation sessions. The manner in which the question is asked or answered will also be noted. Your behaviour, as business executives in the class will contribute to the class participation marks.

Honesty Policy:

A student found in cheating (plagiarism) on any exam/ assignment/ project, his/her case will be referred to Unfair Means Committee (UFM) that may result in no credit (i.e. no grade) for that exam/ assignment/ project. A deduction from the sessional marks and financial penalties are other possibilities as decided by the committee.

Plagiarism:

It is defined in dictionaries as "the wrongful appropriation, close imitation, or purloining (stealing) and publication, of another author's language, thoughts, ideas, or expressions, and the representation of them as one's own original work.

CALENDAR OF ACTIVITIES

No	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students
1	History and Theories Myths and Definitions Entrepreneurial School of thought	Understanding of the concept of Entrepreneurs, History of Entrepreneurship	This lecture will enable students to differentiate Entrepreneurship from enterprise creation.
2	Intrapreneurship Entrepreneurial Intensity Entrepreneurial Process	How to differentiate entrepreneurs from businessmen. Why some people are more successful than others.	This lecture enables students to identify personality traits that differentiate successful entrepreneurs from businessmen
3	Recognizing Opportunities & Generating Ideas	What is the difference between idea and opportunity, the main sources of opportunity recognition?	Differentiate raw business ideas from opportunities, Identify business opportunities.
4	Feasibility Analysis: Product, Market, Organizational, Financial.	How to evaluate opportunities on the basis of feasibility analysis.	After this lecture students will be able to assess market potential.
5	Writing a Business Plan & presenting it to investors	How to formulate business plan, How to present it to Investors.	This lecture enables the students to craft a business plan and also how to pitch it to get funding.
6	Industry and Competitor Analysis	How to conduct industry and competitors analysis to see your profitability in the market.	After this lecture students will be able to conduct industry analysis and assess market completion by utilizing tools for industry and competitor analysis.
7	Developing an Effective business model	Development of workable business model and identify its important components.	Students will get to know about business models and its creation

8	Developing Business Model Canvas	Development of business model canvas for their respective projects.	Students will be able to develop business models for their projects.
9	Potential Flaws in business model, Core Strategy and Strategic resources & Customer Interface	How to avoid potential flaws of business model.	Will enable the students how to avoid flaws and how to make their business models more adaptive.
10	Preparing Proper legal and Ethical Foundation of a business	Importance of code of conduct and Ethics for business. What are available legal forms of business for an entrepreneur?	After this lecture students will learn how ethically strong organization avoids legal disputes and how to develop an ethical culture. What legal form of business they should opt.
11	The importance of intellectual property: Patents, Trademarks and Copyrights (IPRs)	Why IPRs are important for entrepreneurs, process of getting IPRs.	After studying this lecture students will come to know how to secure their business models and how to protect their businesses.
12	Marketing of an Entrepreneurial Firm	How to develop marketing strategies, how to make people aware of our product/service.	Students will learn to market their projects/business, and to develop marketing strategies keeping in mind existing competition.
13	Internal Strategies for Firm Growth	Why growth is important for business? What are the internal growth options available for business?	This lecture will enable the students to analyze internal growth options.
14	External Strategies for Firm Growth	Differentiating internal and external growth strategies. What are the external growth options available for business?	This lecture will enable the students to analyze external growth options and make a comparison of external vs. internal growth strategies.
15	Case Study on Entrepreneurship	Applying different techniques of Entrepreneurship	This lecture enables the students to apply different techniques of Entrepreneurship and analysis the moves taken by successful businesses.