

ENTERPERNEURSHIP

MGT602

Course Overview

10/22/2014

Course overview

This entrepreneurship course is designed to provide step by step guidance to aspiring entrepreneurs that will help turning their business ideas into successful business ventures. This course can be viewed as an overview of entrepreneurial basic concepts of what it is all about to fathom into entrepreneurial essential concepts, skills, mindset, methods and strategies to successfully launch a business venture in a competitive market. This course is a step by step manual to walk an entrepreneur through the process of launching a successful enterprise by covering all elements of business plan and risk taking. Creativity and innovation is the prime focus of this course and it will also help students to assess opportunities at national and international level and turn a disruptive idea into high-impact venture.

Target Audience

This course is primarily designed for business students intended to start their own business venture. Students who are doing their own businesses or having job in some organization can also get benefits from the course in order to implement entrepreneurial concepts into their own businesses and jobs. This course will help all business graduates to develop entrepreneurial mindset to launch and promote innovations into their new and existing business ventures.

Objectives:

- To embed a culture of entrepreneurship, creativity and innovation by making students realize their latent entrepreneurial potential.
- To expand the knowledge of entrepreneurial concepts, mindset, skills, methods and strategies
- Enable students to recognize a business opportunity in a competitive and global environment.
- Providing an understanding of various legal issues affecting ownership and development of entrepreneurial ventures
- Enable students to create a business plan for their new ventures and appreciate entrepreneurship as a source of employability.
- To highlight the significance of taking calculated risk-taking, attitudes to failure and tolerance of uncertainty as part of the entrepreneurial process.

Learning outcomes:

At the end of the course, you should be able to:

- Potential to be entrepreneur, and to explore the ingredients of the entrepreneurial process
- Demonstrate the ability to provide a self-analysis in the context of an entrepreneurial career and select the best business according to your resources and finance
- Comprehend the core concepts and theories of entrepreneurship
- Acquire entrepreneurship skills including creativity, risk-taking, employability, and transferability
- Creating an appropriate business plan and select suitable business model
- Successfully turning a business idea into business venture

Course Objectives	Course Outcomes	Graded Activities
<ol style="list-style-type: none"> 1. To embed a culture of entrepreneurship, creativity and innovation by making students realize their latent entrepreneurial potential. 2. To expand the knowledge of entrepreneurial concepts, mindset, skills, methods and strategies 	<ol style="list-style-type: none"> 1. Potential to be entrepreneur, and to explore the ingredients of the entrepreneurial process 2. Demonstrate the ability to provide a self-analysis in the context of an entrepreneurial career and select the best business according to your resources and finance 	<p>Quiz No. 1</p> <p>Assignment No. 1</p>
<ol style="list-style-type: none"> 3. Enable students to recognize a business opportunity in a competitive and global environment. 4. Providing an understanding of various legal issues affecting ownership and development of entrepreneurial ventures 	<ol style="list-style-type: none"> 3. Comprehend the core concepts and theories of entrepreneurship 4. Acquire entrepreneurship skills including creativity, risk-taking, employability, and transferability 	<p>GDB No.1</p> <p>Quiz No.2</p>
<ol style="list-style-type: none"> 5. Enable students to create a business plan for their new ventures and appreciate entrepreneurship as a source of employability. 6. To highlight the significance of taking calculated risk-taking, attitudes to failure and tolerance of uncertainty as part of the entrepreneurial process. 	<ol style="list-style-type: none"> 5. Creating an appropriate business plan and select suitable business model 6. Successfully turning a business idea into business venture 	<p>GDB No. 2</p> <p>Quiz No. 3 & 4</p>

Course Content

This course will provide extensive review of entrepreneurial concepts, processes and theories to successfully design, launch and develop business ventures. In the introduction phase students will be able to develop understanding regarding entrepreneurship' its nature and importance and different kinds of start-ups. Decision making is the staple activity of every business and in this course students will get acquainted with entrepreneurial decision process, the difference between managerial and entrepreneurial decision making and corporate versus entrepreneurial culture. The course will also throw light on intrapreneurial and entrepreneurial leadership characteristics, their role models and support systems. The nature of international entrepreneurship, direct foreign investment and barriers to international trade will also be covered under this course. The important aspects of entrepreneurship like sources of new ideas, methods of idea generation, product planning and development process are the core concepts of this course. By keeping in mind the current era, E-commerce and business start-ups and growth, intellectual copy rights and other legal issues have also been incorporated in the course. Business plan is the most important document to start any business and this course extensively cover how to make a business plan and includes all its sub-plans and parts like marketing plan, financial plan and operating & capital budgets. To deal finances for the business in a better way, pro forma sources, uses of funds, bank lending decisions and courses of capital are also coven under the big umbrella of this course. Entrepreneurship is not only involves in creating business venture but also deal with its growth and expansions. Strategies to grow and expand a business like acquisitions and mergers are also highlighted in the course.

Recommended Book

Entrepreneurship
7th Edition
Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd

Course Strategy:

This course consists of series of lectures and three lectures will be on air per week on VU channel. Lectures are also available on VULMS, YouTube, VU open courseware and CDs.

Three lectures per week will be opened for discussion. Students will be able to ask the question regarding lectures through moderate discussion board (MDB).

Students' performance will be assessed with graded activities provided throughout course activities.

Note: You are advised to see course calendar for Assignments, Quizzes and GDB topics.