

**COURSE CODE:** ENE-271  
**COURSE NAME:** Entrepreneurship  
**CREDIT HOURS:** Theory = 2 Practical = 0 Total = 2  
**CONTACT HOURS:** Theory = 32 Practical = 0 Total = 32  
**PREREQUISITE:** None  
**MODE OF TEACHING:** Two hours of lecture per week

**COURSE DESCRIPTION:**

Entrepreneurship is an examination of the fundamentals of starting and managing a small business, the role of the entrepreneur, and of entrepreneurial characteristics. The course will include exposure to the opportunities and pitfalls of entrepreneurship as well as methods to take advantage of the former and avoid the latter.

**COURSE OBJECTIVES:**

Entrepreneurship provides a complete overview of the processes, challenges, and problems associated with founding and financing a new, unquoted company, and entrepreneurship and venture capital in Pakistan. The course is intended to give students a better understanding of starting and building new firms, the various ways an unquoted company can be financed, and how to manage international ventures, and starting up and financing in Pakistan.

**RELEVANT PROGRAM LEARNING OUTCOMES (PLOs):**

The course is designed so that students will achieve the PLOs:

- |                                    |                          |                                   |                                     |
|------------------------------------|--------------------------|-----------------------------------|-------------------------------------|
| 1 Engineering Knowledge:           | <input type="checkbox"/> | 7 Environment and Sustainability: | <input type="checkbox"/>            |
| 2 Problem Analysis:                | <input type="checkbox"/> | 8 Ethics:                         | <input type="checkbox"/>            |
| 3 Design/Development of Solutions: | <input type="checkbox"/> | 9 Individual and Teamwork:        | <input type="checkbox"/>            |
| 4 Investigation:                   | <input type="checkbox"/> | 10 Communication:                 | <input type="checkbox"/>            |
| 5 Modern Tool Usage:               | <input type="checkbox"/> | 11 Project Management:            | <input checked="" type="checkbox"/> |
| 6 The Engineer and Society:        | <input type="checkbox"/> | 12 Lifelong Learning:             | <input checked="" type="checkbox"/> |

**COURSE LEARNING OUTCOMES:**

Upon successful completion of the course, the student will demonstrate competency by being able to:

Sr. No.	CLO	Domain	Taxonomy Level	PLO
1	Screen and <b>examine</b> opportunities for new ventures that add value to overall economy of the country.	Cognitive	4	11
2	<b>Elucidate</b> the factors which can affect the performance of a new venture and assess strategies to overcome those factors.	Cognitive	4	11
3	<b>Conceptualize</b> business model for sustainable investment opportunities through creation of managerial, financial, operational, marketing and planning strategies for the new venture.	Cognitive	3	12

### PRACTICAL APPLICATIONS:

Entrepreneurship and innovation play a vital role in helping businesses of all sizes to find new sources of competitive advantage and in times of recession they can provide the very basis for survival. Establishing business not only provides personal benefits to entrepreneurs, but it also adds value to society and economy.

### TOPICS COVERED:

Week	Topic Covered	Reading Assignment/ Homework	CLO #
1	What is an entrepreneur, The benefits of Entrepreneurship. The potential drawbacks of Entrepreneurship. The Ten deadly mistakes of Entrepreneurship. How to Avoid the Pitfalls	Chapter 1	1
2-3	Creativity Innovation and Entrepreneurship, Barriers to Creativity, the creative process, Tips for improving creative process	Chapter 1	1
4-5	Building a competitive advantage, the strategic management process, Conducting a feasibility analysis	Chapter 2 Assignment 1 Quiz 1	1
6	Elements of Business plan, Business Plan format	Chapter 2	2,3
7-8	Forms of Business Ownerships their advantages	Chapter 3	2,3

	and disadvantages, Franchising	Assignment 2 Quiz 2	
9	<b>Mid Semester Exam</b>		
10-11	Business acquisition, Business valuation	Chapter 3	2, 3
12	Building a Guerrilla Marketing Plan, Pinpoint the Target Market	Chapter 4 Quiz 3	1, 3
13	Determining the customer needs through research, how to build competitive edge, The Marketing Mix	Chapter 4 Assignment 3 Quiz 4	1
14	Three Potent Forces, Pricing Strategies and Tactics, Pricing strategies for Retailers and Manufacturers	Chapter 5	1, 3
15-16	Financial Statements and Ratio Analysis	Chapter 5 Quiz 5	2, 3
17	Cash Management, Profit, and cash differentiation, avoiding cash crunch	Chapter 5	2, 3
18	<b>End Semester Exam</b>		

#### LIST OF PRACTICALS:

Not Applicable

Sr. No.	Practical	CLO #
1		
2		
3		

#### TEXT AND MATERIAL:

##### Textbook (s)

1. Essentials of Entrepreneurship and Small Business Management, 5th Ed. By (Zimmerer and Scarborough)

##### References Material:

1. Entrepreneurship, Sixth Edition, Robert D. Hisrich, Michael Peters & Dean Shepherd

2. Entrepreneurship, Seventh Edition, Donald F. Kuratko and Richard M. Hodgetts.

**ASSESSMENT SYSTEM:**

<b>Theoretical/Instruction</b>	<b>100%</b>
Assignments	10%
Quizzes	15%
Mid Semester Exam	25%
End Semester Exam	50%
<b>Practical Work</b>	<b>0%</b>
Lab Attendance	0%
Lab Report	0%
Lab Quiz	0%
Lab Rubrics	0%