

Entrepreneurship

Course Code MGT-271	Credit Hours 2-0
--------------------------------------	-----------------------------------

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.

Text Book:

1. Essentials of Entrepreneurship and Small Business Management, 5th Ed. by (Zimmerer and Scarborough)
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to create Radically Successful Businesses by Eric Ries

Reference Book:

1. Entrepreneurship: Successfully launching new ventures" by Bruce R. Barringer and R Duane Ireland.
2. Entrepreneurship, *Sixth Edition*, Robert D. Hisrich, Michael Peters & Dean Shepherd
3. Entrepreneurship, *Seventh Edition*, Donald F. Kuratko and Richard M. Hodgetts.

Prerequisites :

Nil.

Assessment System for Theory

	Without Project (%)	With Project/Complex Engineering Problems (%)
Quizzes	15	10-15
Assignments	10	5-10
Mid Terms	25	25
Project	-	5-10
End Semester Exam	50	45-50

Teaching Plan

Theory:

Week	Topic Covered	Reading Assignment/ Home Work/ Quizzes	CLO No.	Assessment Methodology
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	Ref 1, Chap 1	1	Assignments, Quizzes, MSE, ESE
2	Entrepreneurial Activity across the Globe with respect to type of economies. Entrepreneurship-Friendly Nations (Ease of doing business ranking) What's Feeding the Entrepreneurial Fire	Ref 1, Chap 1 Assignment 1	1	
	Case Study: KoldKraft Pakistan: An Entrepreneurial Journey			
	Paper: Entrepreneurship and Innovation in the Digital Economy Naved Hamid and Faizan Khalid , The Lahore Journal of Economics			
3	Entrepreneurship Ethical Perspective	Ref 1, Chap 2 Quiz 1	1	
	Why Ethical Lapses Occur			
	Establishing and Maintaining Ethical Standards			
	Social Entrepreneurship			
	Business Responsibility to Customer, Investors, Employees and Community			

4	Creativity, Innovation, and Entrepreneurship	Ref 1, Chap 3 Assignment 2	2	
	The Creative Process			
	Techniques for Improving the Creative Process			
	Intellectual Property: Protecting Your Ideas			
5	Idea Assessment	Ref 1, Chap 3	2	
	Feasibility Analysis			
	Industry and Market Feasibility Team Building Feasibility and Leadership			
	Porter's Five Forces Model			
	Case Study: Forces Shaping Innovation: The Driverless Car			
	Semester Project Presentations (Part 1)			
6	Product or Service Feasibility Analysis: Is There a Market?	Ref 1, Chap 4 Quiz 2	2	
	Financial Feasibility Analysis: Is There Enough Margin?			
	Entrepreneur Feasibility: Is This Idea Right for Me			
	Developing and Testing a Business Model			
	Case Study : When to call it quits on a New Business			
7	Creating a Business Plan	Ref 1, Chap 5 Assignment 3	2	
	The Elements and Benefits of a Business Plan			
	What Lenders and Investors Look for			

	in a Business Plan			
	The Pitch: Making the Business Plan Presentation			
	Building a Strategic Plan			
	Building a Competitive Advantage			
8	Creating a Strategic Plan	Ref 1, Chap 5 Quiz 3	4	
	The Strategic Management Process			
	Business Plan Outline			
	Semester Project Presentations(Part 2)			
	Case study Beat the Big Guys			
	Finding a Niche with a Subscription Business Model			
	Case Study Digital Franchise Seeks to Expand Nationwide			
9	Mid Semester Exam			
10 & 11	Building a Bootstrap Marketing Plan Pinpointing the Target Market Determining Customer Needs and Wants through Market Research How to Conduct Market Research Plotting a Bootstrap Marketing Strategy: How to Build a Competitive Edge Bootstrap Marketing Principles HOW TO Make Social Media Work for Your Business Case Studies ■ CO Internet S.A.S. ■ Auto Repair Goes Social ■ A Company with Soul	Ref 1, Chap 8 Assignment 4	4	Assignments, Quizzes, MSE, ESE
12 & 13	Creating a Successful Financial Plan Basic Financial Statements	Ref 1, Chap 11	4	

	<p>Creating Projected Financial Statements and Taxes</p> <p>Ratio Analysis</p> <p>Interpreting Business Ratios</p> <p>Break-Even Analysis</p> <p>Sensitivity Analysis</p> <p>Case Studies</p> <ul style="list-style-type: none"> ■ The Challenges of Debt ■ All Is Not Paradise in Eden's Garden ■ Where Do We Break Even? 	Quiz 4	
14	<p>Regulatory Requirements to Establish Enterprises in Pakistan</p> <p>Types of enterprises (e.g., sole proprietorship; partnership; private limited companies etc.);</p> <p>Intellectual property rights and protection.</p> <p>Regulatory requirements to register an enterprise in Pakistan, with special emphasis on export firms.</p> <p>Taxation and financial reporting obligation</p>	Ref 1, Chap 12 & 13 with Handouts	3
15.	<p>ICT in Personal Finance and Shopping:-</p> <ul style="list-style-type: none"> • Online banking and financial management tools (JazzCash, Easypaisa, Zong PayMax, 1LINK and MNET, Keenu Wallet, etc) • E-Commerce platforms (Draz.pk, Telemart, Shophive, etc) 		
16	Semester Project Presentations	Team projects	4
17	End Semester Exam		

Practical: Nil.