Entrepreneurship

| Course Code | Credit Hours |
|-------------|--------------|
| MGT-271 | 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:

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

Reference Book:

- 1. Entrepreneurship, *Sixth Edition,* Robert D. Hisrich, Michael Peters & Dean Shepherd
- 2. 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 |

ASSESSMENT SYSTEM FOR LAB

| Lab Work/ Psychomotor Assessment/ Lab Reports | 70% |
|--|-----|
| Lab Project/ Open Ended Lab Report/ Assignment/ Quiz | 10% |
| Final Assesment/ Viva | 20% |

<u>Teaching Plan</u>

| Week No | Topics/Learning Outcomes |
|---------|--|
| 1 | What is an entrepreneur, The benefits of Entrepreneurship, |
| 1 | The potential drawbacks of Entrepreneurship, |

| 2 Entrepreneurship-Friendly Nations (Ease of doing business ranking) 2 What's Feeding the Entrepreneurial Fire Case Study: KoldKraft Pakistan: An Entrepreneurial Journey Paper: Entrepreneurship and Innovation in the Digital Economy Navee Hamid and Faizan Khalid , The Lahore Journal of Economics Entrepreneurship Ethical Perspective Why Ethical Lapses Occur 3 Establishing and Maintaining Ethical Standards Social Entrepreneurship Business Responsibility to Customer, Investors, Employees and Community Creativity, Innovation, and Entrepreneurship The Creative Process Techniques for Improving the Creative Process Intellectual Property: Protecting Your Ideas Idea Assessment Feasibility Analysis Industry and Market Feasibility Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 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 <t< th=""><th></th><th>The Ten deadly mistakes of Entrepreneurship,</th></t<> | | The Ten deadly mistakes of Entrepreneurship, |
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| 2 Entrepreneurship-Friendly Nations (Ease of doing business ranking) 2 What's Feeding the Entrepreneurial Fire Case Study: KoldKraft Pakistan: An Entrepreneurial Journey Paper: Entrepreneurship and Innovation in the Digital Economy Navee Hamid and Faizan Khalid , The Lahore Journal of Economics 3 Entrepreneurship Ethical Perspective Why Ethical Lapses Occur Social Entrepreneurship 3 Establishing and Maintaining Ethical Standards Social Entrepreneurship Business Responsibility to Customer, Investors, Employees and Community 4 Techniques for Improving the Creative Process Techniques for Improving the Creative Process Intellectual Property: Protecting Your Ideas Idea Assessment Feasibility Analysis Feasibility Analysis Industry and Market Feasibility Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? 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 Creating a Business Plan The Elements and Benef | | How to Avoid the Pitfalls |
| 2 What's Feeding the Entrepreneurial Fire Case Study: KoldKraft Pakistan: An Entrepreneurial Journey Paper: Entrepreneurship and Innovation in the Digital Economy Navee Hamid and Faizan Khalid , The Lahore Journal of Economics Entrepreneurship Ethical Perspective Why Ethical Lapses Occur 3 Establishing and Maintaining Ethical Standards Social Entrepreneurship Business Responsibility to Customer, Investors, Employees and Community Creativity, Innovation, and Entrepreneurship The Creative Process Techniques for Improving the Creative Process Intellectual Property: Protecting Your Ideas Idea Assessment Feasibility Analysis Industry and Market Feasibility Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 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 The Elements and Benefits of a Business Plan 7 | 2 | Entrepreneurial Activity across the Globe with respect to type of economies. |
| 2 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 Why Ethical Lapses Occur 3 Establishing and Maintaining Ethical Standards Social Entrepreneurship Business Responsibility to Customer, Investors, Employees and Community Creativity, Innovation, and Entrepreneurship The Creative Process Techniques for Improving the Creative Process Intellectual Property: Protecting Your Ideas Idea Assessment Feasibility Analysis Industry and Market Feasibility Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 Entrepreneur Feasibility Analysis: Is There a Market? Financial Feasibility Is This Idea Right for Me Developing and Testing a Business Model Case Study : When to call it quits on a New Business Creating a Business Plan The Elements and Bene | | Entrepreneurship-Friendly Nations (Ease of doing business ranking) |
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| Hamid and Faizan Khalid , The Lahore Journal of Economics Entrepreneurship Ethical Perspective Why Ethical Lapses Occur Social Entrepreneurship Business Responsibility to Customer, Investors, Employees and Community Creativity, Innovation, and Entrepreneurship The Creative Process Techniques for Improving the Creative Process Intellectual Property: Protecting Your Ideas Idea Assessment Feasibility Analysis Industry and Market Feasibility Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility: Is This Idea Right for Me Developing and Testing a Business Model Case Study: When to call it quits on a New Business Creating a Business Plan The Elements and Benefits of a Business Plan The Pitch: Making the Business Plan Presentation Building a Competitive Advantage Creating a Strategic Plan | | Case Study: KoldKraft Pakistan: An Entrepreneurial Journey |
| 8 Entrepreneurship Ethical Perspective Why Ethical Lapses Occur Social Entrepreneurship 3 Establishing and Maintaining Ethical Standards Social Entrepreneurship Business Responsibility to Customer, Investors, Employees and Community 4 Creativity, Innovation, and Entrepreneurship 7 The Creative Process 7 Intellectual Property: Protecting Your Ideas 1 Idea Assessment Feasibility Analysis Industry and Market Feasibility 9 Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) 6 Entrepreneur Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 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 What Lenders and Investors Look for in a Business Plan 7 What Lenders and Investors Look for in a Business Plan 7 Building a Competitive Advantage 8 Creating a Strategic Plan | | Paper: Entrepreneurship and Innovation in the Digital Economy Naved |
| 3 Why Ethical Lapses Occur 3 Establishing and Maintaining Ethical Standards 3 Social Entrepreneurship Business Responsibility to Customer, Investors, Employees and Community 4 Creativity, Innovation, and Entrepreneurship 7 The Creative Process 7 Intellectual Property: Protecting Your Ideas 8 Industry and Market Feasibility 9 Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) 9 Product or Service Feasibility Analysis: Is There a Market? 9 Financial Feasibility Analysis: Is There Enough Margin? 6 Entrepreneur Feasibility Analysis: Is There Enough Margin? 6 Entrepreneur Feasibility: Is This Idea Right for Me 10 Developing and Testing a Business Model 10 Case Study : When to call it quits on a New Business 7 What Lenders and Investors Look for in a Business Plan 7 The Pitch: Making the Business Plan Presentation 8 Creating a Strategic Plan | | Hamid and Faizan Khalid, The Lahore Journal of Economics |
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| 4 Creativity, Innovation, and Entrepreneurship The Creative Process Techniques for Improving the Creative Process Intellectual Property: Protecting Your Ideas Idea Assessment Feasibility Analysis Industry and Market Feasibility Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 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 Creating a Business Plan The Elements and Benefits of a Business Plan The Pitch: Making the Business Plan Presentation Building a Strategic Plan Building a Competitive Advantage Creating a Strategic Plan | | Social Entrepreneurship |
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| 4 Techniques for Improving the Creative Process Intellectual Property: Protecting Your Ideas Idea Assessment Feasibility Analysis Industry and Market Feasibility Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 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 Creating a Business Plan The Elements and Benefits of a Business Plan The Pitch: Making the Business Plan Presentation Building a Strategic Plan Building a Competitive Advantage Creating a Strategic Plan | | Creativity, Innovation, and Entrepreneurship |
| Techniques for Improving the Creative Process Intellectual Property: Protecting Your Ideas Idea Assessment Feasibility Analysis Industry and Market Feasibility Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 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 Creating a Business Plan The Elements and Benefits of a Business Plan The Pitch: Making the Business Plan Presentation Building a Strategic Plan Building a Strategic Plan | Λ | The Creative Process |
| Idea Assessment Feasibility Analysis Industry and Market Feasibility Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 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 Creating a Business Plan The Elements and Benefits of a Business Plan The Pitch: Making the Business Plan Presentation Building a Competitive Advantage Creating a Strategic Plan Building a Strategic Plan | 4 | Techniques for Improving the Creative Process |
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| 5 Industry and Market Feasibility 9 Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 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 Creating a Business Plan The Elements and Benefits of a Business Plan The Pitch: Making the Business Plan Presentation Building a Strategic Plan Building a Competitive Advantage Creating a Strategic Plan | | Idea Assessment |
| 5 Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 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 Creating a Business Plan The Elements and Benefits of a Business Plan The Pitch: Making the Business Plan Presentation Building a Strategic Plan Building a Competitive Advantage Creating a Strategic Plan | | Feasibility Analysis |
| Porter's Five Forces Model Case Study: Forces Shaping Innovation: The Driverless Car Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? Financial Feasibility Analysis: Is There Enough Margin? 6 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 Creating a Business Plan The Elements and Benefits of a Business Plan The Pitch: Making the Business Plan Presentation Building a Strategic Plan Building a Competitive Advantage Creating a Strategic Plan | 5 | Industry and Market Feasibility |
| Semester Project Presentations (Part1) Product or Service Feasibility Analysis: Is There a Market? 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 Creating a Business Plan 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 Creating a Strategic Plan | 5 | Porter's Five Forces Model |
| Product or Service Feasibility Analysis: Is There a Market?Financial Feasibility Analysis: Is There Enough Margin?Entrepreneur Feasibility: Is This Idea Right for MeDeveloping and Testing a Business ModelCase Study : When to call it quits on a New BusinessCreating a Business PlanThe Elements and Benefits of a Business PlanWhat Lenders and Investors Look for in a Business PlanThe Pitch: Making the Business Plan PresentationBuilding a Strategic PlanBuilding a Competitive AdvantageCreating a Strategic Plan | | Case Study: Forces Shaping Innovation: The Driverless Car |
| 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 Creating a Business Plan 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 Creating a Strategic Plan | | Semester Project Presentations (Part1) |
| 6 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 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 8 Creating a Strategic Plan | | Product or Service Feasibility Analysis: Is There a Market? |
| 7 Developing and Testing a Business Model Case Study : When to call it quits on a New Business Creating a Business Plan 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 Creating a Strategic Plan | | Financial Feasibility Analysis: Is There Enough Margin? |
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| 7 Creating a Business Plan 7 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 | | Developing and Testing a Business Model |
| 7 The Elements and Benefits of a Business Plan 7 What Lenders and Investors Look for in a Business Plan 7 The Pitch: Making the Business Plan Presentation Building a Strategic Plan Building a Competitive Advantage 8 Creating a Strategic Plan | | Case Study : When to call it quits on a New Business |
| 7 What Lenders and Investors Look for in a Business Plan 7 The Pitch: Making the Business Plan Presentation Building a Strategic Plan Building a Competitive Advantage 8 Creating a Strategic Plan | | Creating a Business Plan |
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| Building a Competitive Advantage Creating a Strategic Plan | | The Pitch: Making the Business Plan Presentation |
| Creating a Strategic Plan | | Building a Strategic Plan |
| 8 | | Building a Competitive Advantage |
| The Strategic Management Process | 8 | Creating a Strategic Plan |
| | | 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 |
| | 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 |
| 10 & 11 | 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 |
| | Creating a Successful Financial Plan |
| | Basic Financial Statements |
| | Creating Projected Financial Statements |
| | Ratio Analysis |
| | Interpreting Business Ratios |
| 12 &13 | Break-Even Analysis |
| | Sensitivity Analysis |
| | Case Studies |
| | The Challenges of Debt |
| | All Is Not Paradise in Eden's Garden |
| | Where Do We Break Even? |
| | Managing Cash Flow |
| | The Cash Budget |
| 14&15 | The "Big Three" of Cash Management |
| | Sources of Financing: Equity and Debt |
| | Equity Capital versus Debt Capital |
| | Sources of Equity Financing |

| | Crowd Funding |
|-----------------|---|
| | Accounts Receivable & Payables |
| | Inventory Management |
| | Angels Investment |
| | Venture Capital Companies |
| | Public Stock Sale ("Going Public") |
| | Case Studies |
| | YOU BE THE CONSULTANT In Search of a Cash Flow Forecast |
| | Avoid Losses from Accounts Receivable |
| | Structure Family and Friendship Financing Deals |
| | HOW TO Get a Bank to Say "Yes" to Your Loan Application |
| 16 | Semester Project Presentations |
| 17 | End Semester Exam |
| Practical: Nil. | |