

## **Management Science- I (Entrepreneurship)**

<b>Semester No</b>	<b>Code</b>	<b>Credit Hours</b>
5/8	MGT-271	2 – 0

### **Course Description:**

The objective of the course is to enlighten the students to the fundamental concepts of Entrepreneurship. The students will apply the concepts to a small project in order to acquaint themselves with the process of planning and development of a new product. Participants should be able to relate social, ethical, safety & health related issues with the entrepreneurial venture.

### **Text And Material:**

1. Entrepreneurship (5th Edition), Robert D. Hisrich & Michael P. Peters. McGraw Hill Irwin.
2. Product Design & Development, Karl T Ulrich & Steven D. Eppinger.

### **Course Learning Outcomes:**

Upon successful completion of the course, the student should be able to:

1. To demonstrate entrepreneurial skills by discussing case studies
2. To demonstrate successful project management skills through participation in a given project.
3. To apply knowledge for critical review of contemporary problems, Innovation & Technology Development

### **Assessment System**

Quizzes	10-15%
Assignments	5-10%
Midterms	30-40%
ESE	40-50%

**Topics Covered:**

<b>Week No</b>	<b>Description</b>	<b>Quizzes</b>	<b>Assignment</b>
1	Introduction Course Outline, objectives, teaching plan, assessment method		
2	Fundamentals of Entrepreneurship & Allocation of projects. Developing the Business Plan and twenty Principles of Entrepreneurship.	01	
3	Intrapreneurial culture. Corporate Versus Intrapreneurial Culture Comparison of Entrepreneurial, Intrapreneurial & Traditional Managers.		
4	The Individual Entrepreneur Entrepreneurial Feelings. Entrepreneurial Background and Characteristics.		01
5	Role Models and Support Systems. Entrepreneurs Versus Inventors. Non-Entrepreneurial Profiles.		
6	Presentations of the "Startups case" and Global Competitiveness Report	02	
7	Essentials of New Product Development. Examples of change in Product Design & Manufacturing		
8	Guest Speaker Session.		02
<b>9</b>	<b>MIDTERMS</b>		
10	Development processes & Organizations.	03	
11	Identifying Customer Needs		02

12	Sustainable Manufacturing.		03
13	Guest Speaker Session	04	
14	Project Management Skills for Entrepreneurial projects.		03
15	Export Procedures & Documentation		
16 - 17	Project Presentations		
<b>18</b>	<b>END SEMESTER EXAMINATION</b>		