

# Entrepreneurship

Code	Credit Hours
MGT 271	2-0

## Course Description

This course will provide the student with an understanding of the entrepreneurship process. It will expose them to the concepts, practices and tools of the entrepreneurial world.

## Text Book:

1. n/a on course outline available on LMS

## Reference Book:

1. Marc J. Dollinger. Entrepreneurship: Strategies and Resources. 3rd/4th Edition. Pearson Education
2. Azhar Rizvi. Entrepreneurship in Pakistan: 27 stories of struggle, failure and success. 1<sup>st</sup> Edition 2017.
3. Eric Ries. The Lean Start Up
4. Bruce R. Barringer; R. Duane Ireland. Entrepreneurship-Successfully Launching New Ventures 5th Ed

## Prerequisites

### ASSESSMENT SYSTEM FOR THEORY

Quizzes	10%
Assignments	10%
Projects	10%
MSE	30%
ESE	40%

### ASSESSMENT SYSTEM FOR LAB

Assignments	n/a
Lab Work and Report	n/a
Lab ESE/Viva	n/a

## Teaching Plan

Week No	Topics	Learning Outcomes
1	Introduction to Entrepreneurship	Introduction to Course and Entrepreneurship
2	Resources and Capabilities, Creativity/Projects	Resources and Capabilities, Creativity/Projects
3	Value Proposition, Business Model Canvas	Value Proposition, Business Model Canvas
4-5	Business Model Canvas, Entrepreneurship Environment	Business Model Canvas, Entrepreneurship Environment
6	Entrepreneurial Strategies, Guest Lecture	Entrepreneurial Strategies, Guest Lecture
7	The Core, Industry Environment	The Core, Industry Environment
8	<b>MID Term Exam</b>	
9	Business Plan Components, Finance	Business Plan Components, Finance
10	Venture Financing	Venture Financing
11	Securing Investors	Securing Investors
12	Guest Lecture	Guest Lecture
13	Teams, IP	Teams, IP
14	Business Organizations	Business Organizations
15	Enduring Organizations	Enduring Organizations
16-17	Presentations	Presentations
18	<b>End Semester Exam</b>	

**Practical:**

Experiment No	Description
1	n/a
2	n/a
3	n/a
4	n/a
5	n/a
6	n/a
7	n/a
8	n/a
9	n/a
10	n/a
11	n/a
12	n/a
13	n/a
14	n/a
15	n/a
16	n/a