

## Entrepreneurship

<b>Course Code</b> <b>MGT-271</b>	<b>Credit Hours</b> <b>2-0</b>
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### 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, 5<sup>th</sup> 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

	<b>Without Project (%)</b>	<b>With Project/Complex Engineering Problems (%)</b>
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%

## Teaching Plan

Week No	Topics/Learning Outcomes
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
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
	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
	Establishing and Maintaining Ethical Standards
	Social Entrepreneurship
	Business Responsibility to Customer, Investors, Employees and Community
4	Creativity, Innovation, and Entrepreneurship
	The Creative Process
	Techniques for Improving the Creative Process
	Intellectual Property: Protecting Your Ideas
5	Idea Assessment
	Feasibility Analysis
	Industry and Market Feasibility
	Porter's Five Forces Model
	Case Study: Forces Shaping Innovation: The Driverless Car
	<b>Semester Project Presentations ( Part1 )</b>
6	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
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
	Building a Competitive Advantage
8	Creating a Strategic Plan
	The Strategic Management Process
	Business Plan Outline
	<b>Semester Project Presentations ( Part 2 )</b>
	Case study Beat the Big Guys
	Finding a Niche with a Subscription Business Model
	Case Study Digital Franchise Seeks to Expand Nationwide
9	<b>Mid Semester Exam</b>
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
12 & 13	Creating a Successful Financial Plan
	Basic Financial Statements
	Creating Projected Financial Statements
	Ratio Analysis
	Interpreting Business Ratios
	Break-Even Analysis
	Sensitivity Analysis
	Case Studies
	■ The Challenges of Debt
	■ All Is Not Paradise in Eden's Garden

	<ul style="list-style-type: none"> <li>■ Where Do We Break Even?</li> </ul>
14&15	Managing Cash Flow
	The Cash Budget
	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
	<ul style="list-style-type: none"> <li>■ YOU BE THE CONSULTANT In Search of a Cash Flow Forecast</li> </ul>
	<ul style="list-style-type: none"> <li>■ Avoid Losses from Accounts Receivable</li> </ul>
<ul style="list-style-type: none"> <li>■ Structure Family and Friendship Financing Deals</li> </ul>	
<ul style="list-style-type: none"> <li>■ HOW TO Get a Bank to Say “Yes” to Your Loan Application</li> </ul>	
16	Semester Project Presentations
17	<b>End Semester Exam</b>

**Practical:** Nil.