

ENTREPRENEURSHIP

Course Code	Credit Hours (Th-Pr)	ENTREPRENEURSHIP	Contact Hrs/Week (Th-Pr)	Total Allocated Periods (Th-Pr)
MGT 272	3-0		3-0	54-0

Course Outline:

Entrepreneurship; An Overview, Choosing an Appropriate Business Structure, Evaluating the Investment; Set-up Cost , Evaluating the Investment; Running Cost, Evaluating the Investment; Profit Planning, Financing a Business, Budgets & Budgeting , Controlling the Plan; Assets Management, Controlling the Plans; Operations Accounting Systems & Internal Control, Computer Basics for Small Business, The Use of Financial Specialists

Prerequisite(s): SE 141, SE 241, FM 232

Recommended Text Books

S.No.	Title	Author(s)	Assigned Code
1.	Entrepreneurship - Challenges & Strategies	Robert J Hunel	RJH

Course Objectives:

This course examines the strategic challenges of entrepreneurial companies. The course is designed for a variety of student interests. It directly addresses the concerns of students wanting to become entrepreneurs in the near or more distant future and useful to anyone who expects to be interacting with entrepreneurs in their business careers. The course has been designed to stimulate thoughts on the benefits and costs of various aspects of financial entrepreneurship. It aims to familiarize students with the language of finance so that communication with external accountants and management consultants can be conducted more effectively.

Topics Covered:

<u>S.NO</u>	<u>TOPICS</u>	<u>SUBJECT PLAN</u>	Text Book
A	Entrepreneurship; An Overview	1-5	RJH
A-1	Ownership and Entrepreneurship		
A-2	Financial Entrepreneurship		
A-3	Marketing & Entrepreneurship		
A-4	Generating Successful Ideas		
A-5	Getting a Business Started		
A-6	Researching the Market		
A-7	The ingredients of a business plan		
B	Choosing an Appropriate Business Structure	5-7	RJH
B-1	Forms of legal structure		
B-2	Sole traders		
B-3	Partnerships		
B-4	Companies		
B-5	Trading trusts		
C	Evaluating the Investment; Set-up Cost	8-13	RJH
C-1	The beginning of enterprise		
C-2	Cost of Entrepreneurship; Opportunity Cost		
C-3	Purchasing an existing business		
C-4	Starting a new business		
C-5	Acquiring a franchise business		
C-6	Forecasting asset requirement		
C-7	Capital budgeting concepts in investment decisions		
C-8	The lease or buy decision		
D	Evaluating the Investment; Running Cost	14-20	RJH
D-1	Running cost and the type of business		
D-2	Cost concepts & classifications		
D-3	Cost of direct materials		
D-4	Cost of direct labour		

D-5	Cost of direct expenses		
D-6	Cost of overhead expenses		
D-7	Cost of production		
D-8	Cost of goods sold		
D-9	Full cost of operations		
E	Evaluating the Investment; Profit Planning	21-24	RJH
E-1	The reward of entrepreneurship; Profit		
E-2	Forecasting demand		
E-3	The principles of cost-volume-profit analysis		
E-4	Pricing in small enterprises		
E-5	Promotional Strategies for small enterprises		
E-6	Place (distribution) strategies for small enterprises		
F	Financing a Business	25-29	RJH
F-1	The need for finance		
F-2	Borrowing the right term & purpose		
F-3	The weighted average cost of capital		
F-4	Selecting a bank		
F-5	Presenting a case to lending institutions		
F-6	Types of finance available		
F-7	Going public; Reasons and Requirements		
G	Budgets & Budgeting	30-35	RJH
G-1	Profit Planning		
G-2	The master budget		
G-3	Sales plans & budget		
G-4	The production budget		
G-5	The raw materials budget		
G-6	The direct labour budget		
G-7	The manufacturing overhead budget		
G-8	Cost allocation		
G-9	Cost of goods sold budget		
G-10	The operating expenses budget		
G-11	The budget income statement		
G-12	The budget balance sheet		
H	Controlling the Plan; Assets Management	36-40	RJH

H-1	The funds concept		
H-2	Current assets management		
H-3	Cash management		
H-4	Inventory management		
H-5	Accounts receivable management		
H-6	Non-current assets management		
H-7	The material Balance sheet		
J	Controlling the Plans; Operations	41-45	RJH
J-1	Purpose of Financial Statement analysis		
J-2	The use of financial ration analysis		
J-3	Liquidity ratios		
J-4	Profitability ratios		
J-5	Activity ratios		
J-6	Trend Analysis		
J-7	The du Pont system of financial analysis		
J-8	Inter-firm comparisons		
J-9	The added value concept		
K	Accounting Systems & Internal Control	46-48	RJH
K-1	The financial accounting cycle		
K-2	Journals		
K-3	Ledgers		
K-4	Financials Statements		
K-5	Bank reconciliation statement		
K-6	Internal control		
L	Computer Basics for Small Business	49-51	RJH
L-1	Information management in small business		
L-2	Business and Data processing		
L-3	Computer Hardware considerations		
L-4	Software considerations		
L-5	Evaluation of computing requirements		
M	The Use of Financial Specialists	52-54	RJH
M-1	The effective use of external professionals		
M-2	Hiring professional advisers		
M-3	Accountants		
M-4	Lawyers		

M-5	Credit management professionals		
M-6	Import-Export agents		