Course Name: Entrepreneurship
Course Code: MGT502
Course Hours: 03
Semester: 5th
Total Weeks: 16/18
Total Hours: 48/54

Course Objective:
- The purpose of the Module is to analyze the theories of Entrepreneurship when operating a new business.
- Starting a New business involves considerable risks and effort and entrepreneur assumes the responsibility and risks for its development and survival.
- It is very important to provide understanding to students that entrepreneurship is an important component in the process of economic development.

Week – 1:
- Definition of Entrepreneurship
- Nature and development of entrepreneurship
- Green Entrepreneurship & Social Entrepreneurship
- Entrepreneur Vs Inventor

Week – 2:
- The Entrepreneurial Process
- Entrepreneurial Cycle
- Role model & Support System

Week – 3:
- Entrepreneurship
- Entrepreneurial Leadership Characteristics
- Elements of Entrepreneurial Strategy

Week – 4:
- Sources of New Ideas
- Methods of generating NEW ideas
- Product Planning & Development process

Week 5:
- Innovation and the entrepreneur
- Principles of innovation
- Ethics & Social Responsibility for Entrepreneurs

Week – 6:
- Information needed for preparing the Business Plan
- Business Plan
- Writing the Business Plan
- (Includes all the contents of Business Plans)

Week – 7:
- Who should write the Business Plan?
- Who read the Business plan?
- Using & Implementing the Business Plan
- Presenting the Business Plan
- Why some Business plan fails?

Week – 8:
- Marketing Research for the new Venture
- Understanding the Marketing Plan
- Characteristics of Marketing Plan

Week – 9:
- Environmental Analysis
- The Marketing Mix
- Steps in Preparing the Marketing Plan

Week – 10:
- Developing the Management Team
- Building successful organization
- Motivating Employees
- Legal form of business

Week – 11:
- Legal issues related to Entrepreneurship
- Patents
- Copyrights
- Trademarks

Week – 12:
- Sources of Capital
- Debt or Enquiry Financing
- Internal or External Funds
- Personal Funds

Week – 13:
- Preparing for the New Venture Launch: Early management issues
- Record Keeping
- Recruitment & Hiring New Employees
- Creating Awareness of the new Venture
- Advertising
- Rapid growth and Management Controls

Week – 14:
- Ending the Venture
- Bankruptcy
- Reorganization
- Strategy during Reorganization
- Liquidation
- Succession of Business

Week – 15 & 16:
- Presentations
- Assignments
TEXT BOOKS:

- Entrepreneurship in Action 2nd Edition by Mary Coulter

REFERENCE BOOKS:

- Pattern of Entrepreneurship by Jack M. Kaplan