

Program Content

Semester	V	
Course Code:	EN5106	
Course Name:	Fundamentals of Management & Entrepreneurship	
Credit Value:	2 (2L)	
Core/Optional	Core	
Hourly Breakdown	Theory	Independent Learning
	30 Hrs	70 Hrs

Course Aim:

This course aims to help learning partners understand the basic concepts and theories of management and entrepreneurship and to know how these theories and concepts could be applied in different types of organizations in order to achieve their goals efficiently and effectively.

Intended Learning Outcomes:

After successfully completing this course, students should be able to:

- Define what management is and describe why it is important to run organizations.
- Describe planning and its application in organizations.
- Describe organizing and its application in organizations.
- Describe leading and its application in organizations.
- Describe controlling and its application in organization.
- Describe business opportunities and entrepreneurial characteristics using the fundamental concepts of entrepreneurship and entrepreneur.
- Develop an appropriate business model for a new or existing business.
- Formulate a business plan and select proper strategies.

Course Content: (Main Topics, Sub topics)

Students are expected to participate in learning activities given in the VLE to learn this subject.

Topic	Theory (Hrs)
1. Introduction to Management	03
2. Planning	04
3. Organizing	02
4. Leading	04
5. Controlling	02
6. Introduction to Entrepreneurship	04
7. Identifying and evaluating potential business opportunities	04
8. Sources of Capital for Entrepreneurial Ventures	02
9. Developing a business model and a business plan	03
10. Strategic Entrepreneurial Growth	02
Total	30

01. Introduction to Management (03 hrs.) [Ref 1: Pg. (4 – 24)]

- 1.1 Definition of management
- 1.2 Process of management
- 1.3 Importance of management
- 1.4 Skills, types, and roles of managers
- 1.5 The new manager

02. Planning (04 hrs.) [Ref 1: Pg. (160 – 175)]

- 2.1 Overview of planning
- 2.2 Levels of plans
- 2.3 Process of planning
- 2.4 Benefits and limitations of planning

03. Organizing (02 hrs.) [Ref 1: Pg. (244 – 262)]

- 3.1 Definition of organizing
- 3.2 Basic functions of organizing
- 3.3 Types of departmentalization
- 3.4 Basic principles of organizing

04. Leading (04 hrs.) [Ref 1: Pg. (473 – 524)]

- 4.1 Definition of leading
- 4.2 Managing and leading
- 4.3 Theories of leadership
- 4.4 Developing successful leaders
- 4.5 Theories of motivation
- 4.6 Types of power

05. Controlling Organizing (02 hrs.) [Ref 1: Pg. (378 – 398)]

- 5.1 Definition of controlling
- 5.2 Process of controlling
- 5.3 Types of Controlling
- 5.4 Methods of controlling

06. Introduction to Entrepreneurship (04 hrs) [Ref 2: Pg. (9-19, 43-53, 116-125)]

6.1. Definitions of key concepts

 6.1.1. Entrepreneur

 6.1.2. Enterprise

 6.1.3. Entrepreneurship

6.2. Dimensions of Entrepreneurship

 6.2.1. Business Entrepreneur

 6.2.2. Social Entrepreneur

6.3. Characteristics of successful entrepreneurs

6.4. Entrepreneur and Small Business Owner – The difference

6.5. Entrepreneurial Mindset

6.6. Schools of Entrepreneurial Thought

 6.6.1. Macro view

 6.6.2. Micro view

6.7. Social Entrepreneurship

 6.7.1. Who is a Social Entrepreneur

 6.7.2. Mindset of a Social Entrepreneur

 6.7.3. Ecopreneurs

6.8. Ethics and Entrepreneurship

6.9. Risks faced by entrepreneurs

6.10. Pathways for the career as an entrepreneur

6.11. Examples of successful entrepreneurs

07. Identify and evaluate potential business opportunities (04 hrs) [Ref 2: Pg. (159-177, 192-194, 201-202, 291-311)]

7.1. Entrepreneurship pathways (**pg. 159 - 177**)

 7.1.1. Bootstrapping

 7.1.2. Business Assistance Funding

 7.1.3. Minipreneurship

 7.1.4. New venture creation

- 7.2. Acquiring an established entrepreneurial venture
 - 7.2.1. How to acquire an entrepreneurial venture
 - 7.2.2. Advantages of acquiring an ongoing venture
- 7.3. Franchising
 - 7.3.1. How a Franchise works
 - 7.3.2. Advantages of Franchising
 - 7.3.3. Disadvantages of Franchising
- 7.4. Sources of business ideas
- 7.5. Developing Entrepreneurial Capacity
- 7.6. Selecting viable business opportunities
 - 7.6.1. Elements of Opportunity Assessment
 - 7.6.2. Critical Factors in Opportunity Assessment
- 7.7. Evaluation of Business Opportunity
 - 7.7.1. Assessing the industry environment
 - 7.7.2. Uncertainty analysis
 - 7.7.3. Value Chain analysis
 - 7.7.4. Barriers to entry analysis
 - 7.7.5. Competitor analysis
 - 7.7.6. Feasibility analysis

08. Sources of Capital for Entrepreneurial Ventures (02 hrs) [Ref 2: Pg. (498-535)]

- 8.1. Forms of Entrepreneurial Capital
- 8.2. Sources of Financial Capital
- 8.3. Informal Investors
- 8.4. Debt Financing
- 8.5. Equity Financing
- 8.6. Venture Capital Markets
- 8.7. Angel Investors
- 8.8. Peer to Peer lending
- 8.9. Micro Credit
- 8.10. Crowdfunding

09. Developing a business model and a business plan (03 hrs) [Ref 2: Pg. (378, 589-613)]

9.1. Deciding the business model

 9.1.1. Elements of a business model (**pg. 378**)

 9.1.2. Business model canvas

9.2. Need for a Sustainable Business Plan (**pg. 589**)

9.3. Benefits of the Business Plan (**pg. 593**)

9.4. Formulating a business plan

 9.4.1. What is a business plan?

 9.4.2. Who reads a business plan?

9.5. Elements of a business plan

 9.5.1. Executive summary

 9.5.2. Business Description

 9.5.3. Sustainability

 9.5.4. Marketing Segment

 9.5.5. Research, Design and Development

 9.5.6. Operations Segment

 9.5.7. Management Segment

 9.5.8. Financial Segment

 9.5.9. Critical Risks Segment

 9.5.10. Milestone Schedule

10. Strategic Entrepreneurial Growth (02 hrs) [Ref 2: Pg. (371 – 386)]

10.1. Entrepreneurial Strategy

10.2. Entrepreneurial Strategic actions

10.3. Growth stages (**pg. 384 – 386**)

10.4. Growth options (**pg. 382**)

 10.4.1 Market penetration

 10.4.2 Product development

 10.4.3 Market development

 10.4.4 Diversification

Teaching /Learning Methods:

You can access all learning materials and this syllabus in the VLE: <http://vle.bit.lk/>, if you are a registered student of the BIT degree program.

Assessment Strategy:

In the course, case studies/Lab sheets will be introduced, and students have to participate in the learning activities.

The final examination of the course will be held at the end of the semester. This course is evaluated using a one-hour written question paper which consists of 20 MCQs. To obtain a “PASS” grade for the course, a student MUST get at least 40 marks out of 100 for the MCQ written question paper.

References/ Reading Materials:

- **Ref 1:** Daft, R.L. (2010). *New era of management*. (9th edition). New Delhi: Cengage Learning.
- **Ref 2:** Kuratko, D. (2016). *Entrepreneurship: Theory, process, and practice*. (4th edition). Wiley.

Supplementary Reading:

- Griffin, R.W. (2008). *Management*. (9th edition). Boston, MA: Houghton Mifflin Company.
- Hellriegel, D. & Slocum, J.W. (1986). *Management*. (4th edition). Reading, MA: Addison-Wesley.
- Kreitner, R. (2009). *Management*. (9th edition). Boston, MA: Houghton Mifflin Company.
- Timmons, J. A. & Spinelli, S. (2004). *New venture creation*. New York: McGraw-Hill.
- Bruce R. Barringer & R. Duane Ireland. (2016). *Entrepreneurship: Successfully launching new ventures*. (5th edition). Pearson Education, Inc.
- Osterwalder, A. & Pigneur, Y. (2010). *Business model generation*. Hoboken, NJ: Wiley.