CENTRAL UNIVERSITY

SCHOOL OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

Course Code: **ITEC 405**   **Credit Hour(s)**:**3**   **Webpage** : vcampus.central.edu.gh

Course Title: **Entrepreneurship for IT**

Course Lecturer: Dodzi Kpeteme   **Room:**

Email Address: dkpeteme@central.edu.gh   **Tel no.: 0249452211**

Office Hours:

COURSE OBJECTIVE

This course is to provide hands-on introduction to the many dimensions of starting and growing a technology company. Students will develop a clear understanding on how to evaluate market opportunities, design profitable business models, raise capital, develop a product that customers need and build a winning team. Students will gain the skills and tools to turn technical ideas into profitable sustainable businesses. The course provides the student the opportunity to develop his/her own business plan based on the material provided in the course. In addition, a number of entrepreneurs and venture capitalists will be invited to give their first hand experiences. The course is particularly suited for students wanting to become entrepreneurs as well as anyone who expects to manage people in their business careers.

COURSE DESCRIPTION

This course examines the phenomenon of entrepreneurship in IT. The foundation for this course is CUVB102 a university wide course.
It provides an overview of entrepreneurship and rudiments of how to differentiate an idea from an opportunity. Students are expected to come up with business idea focusing on the computer field and industry. Field trip will be part of the course. Topics include: Basic for ownership and operation of business, Business plan development, learn from community small business owner relationships, Marketing and advertising for the business. Others are e-commerce issues and functions for a small business, financing, employment, taxes and legal issues.

LEARNING OUTCOMES

Upon completion of this course, students should be able to
1. Explore and experience the joy of creating unique solutions to market opportunities
2. Create and exploit innovative business ideas and market opportunities
3. Turn market opportunities into a business plan
4. Build a mindset focusing on developing novel and unique approaches to market opportunities
5. Demonstrate and present successful work, collaboration and division of tasks in a multidisciplinary and multicultural team
6. Demonstrate understanding and application of the tools necessary to create sustainable and viable businesses

INSTRUCTIONAL METHODS

Instructional approaches to be used during the course (e.g., lectures, seminars, laboratory activities, tutorials, group projects). Note that attendance is also a requirement.
Mode of delivery: Lectures, Laboratory Work (where applicable), Tutorials and Assignments

REQUIRED COURSE MATERIALS AND READINGS

Eric, Reis (2017) The Startup Way: How Entrepreneurial Management Transforms Culture and Drives Growth
Bygrave, W., & Zacharakis, A. (2017) Entrepreneurship, 4th Edition (3rdEdition is ok too) Wiley

EVALUATION

Class test, quizzes, mid-semester exams, term project and end of semester exams.

COMMIT TO ACADEMIC INTEGRITY

Students in the department are expected to maintain **high degrees of professionalism, commitment to active learning, participation and academic integrity every time**.

ACADEMIC DISHONESTY

Please note that students involved in academic dishonesty will receive a **ZERO** mark on the particular component in which the infraction occurred and a notation of academic dishonesty in the departmental office. This may also reflect on references written by the department.

It is the student's responsibility to understand what constitutes academic dishonesty.

Assignment Submission: Assignments must be received on the due date specified for the assignment.

Lateness Penalty: Assignments received later than the due date will be penalized Exceptions to the lateness penalty for valid reasons such as illness, etc., may be entertained by the Lecturer but will require supporting documentation (e.g., a doctor's letter).

Missed Tests: Students with a documented reason for missing a course test, such as illness, which is confirmed by supporting documentation (e.g., doctor's letter) will be handled by the Lecturer.

WEEK BY WEEK COURSE SCHEDULE / ORGANISER:

Week	Topic	Activities	Due Date
1	Introduction to Entrepreneurship	Lectures begin	
2	Opportunities and Business ideas generation		
3	Formation, ownership and operation of business		
4	Business Plan development		
5	Tech Business Start-ups (small Scale business)		
6	Building effective Team		
7	Tech Business Financing		
8	Marketing		
9	Advertisement		
10	Tech Innovation		
11	Competitive Markets		
12	Taxation & Accounting		
13	Legal Issues		
14	Review and final Exam	Lecturers end	
15		Revision Week	
16		Exams begin	
17		Exams end / vacation	