

Shahjalal University of Science & Technology, Sylhet
Dept. of Business Administration
Course title: **Entrepreneurship Development in Bangladesh**
Course Code: BUS-301W
Credit hour: 2 credits
Dept. of Software Engineering
Course outline

Book references:

1. Entrepreneurship-Bruce R. Barringer & R. Duane Ireland [4th/latest edition]
2. Essentials of entrepreneurship and Small Business Management- Norman M. Scarborough & Jeffrey R Cornwall- 8th Edition

Chapter-1: Entrepreneurship and Entrepreneur, reasons people decide to become entrepreneurs, Intrapreneur, group entrepreneur, Types of entrepreneurs-young entrepreneur, women entrepreneur, immigrant entrepreneurs, part-time entrepreneurs, home-based businesses, family business, copreneurs, social entrepreneurs, Traits of successful entrepreneur, challenges of entrepreneurship development in Bangladesh.

Chapter-2: Opportunity, qualities of an opportunity, ways to identify an opportunity, Industry and industry life cycle, industry analysis, competitor analysis, types of competitors, SWOT analysis, Threats of business- Porter's five forces.

Chapter-3: Creativity and innovation, creativity process, barriers to creativity, techniques for generating ideas, why innovation fails, ways to overcome failure.

Chapter-4: Key forms of intellectual property-Patent, Trademark, copyright, trade secrets.

Chapter-5: Feasibility analysis, elements of feasibility analysis, Business plan, Components of a Business plan, Business plan outline, Key issues to be included in an investor presentation.

Chapter-6: Financial Plan- Cost, elements of cost and Cost sheet, Start-up cost, BEP, Income statement, balance sheet, cash flow statement, financial analysis, NPV, IRR, PBP etc.

Chapter-7: Financing of entrepreneur, why most new ventures need funding, Sources of personal financing, Money market and Capital market, sources of equity funding-Business angels, venture capital, IPO, Sources of debt financing.

Chapter-8: Contemporary issues of entrepreneurship development.

Closing: Group presentation on a business plan

Course Teacher
Dr. Md Zillur Rahman
Associate Professor
Dept. of Business Administration.
SUST. Sylhet
Cell: 01716609814, email: zillur-bus@sust.edu