

Institute of Finance Management (IFM)

Entrepreneurship – MSU 06500

Bachelor of Accounts with Information Technology (BAIT)

Semester One (2023/2024) – 3rd Year

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1.0 Course Overview

1.0 Description of Module

2.0 Sub – Enabling Outcomes

3.0 Learning Context

4.0 Learning Materials

5.0 Integrated Methods of Assessments

6.0 References

2.0 Sub – Enabling Outcomes

- 2.1 Apply entrepreneurship skills in running a successful business
- 2.2 Use business management techniques to plan for new venture
- 2.3 Apply entrepreneurship skills in developing a business venture
- 2.4 Demonstrate entrepreneurship skills in managing entrepreneurial growth
- 2.5 Apply entrepreneurship contemporary issues in business operations

3.0 Learning Context:

The module will be taught through lectures, seminars, group discussions and presentations. Additionally, experts from work place are invited to deliver lectures on specific areas relevant to the programmer or topic under review.

4.0 Learning Materials:

Major learning materials to be used include textbooks, journals, lecture notes and handouts, internet resources including google scholar and slide presentations.

5.0 Integrated Method of Assessment:

4.1 The assessment instruments to be used in this course module include continuous assessments instruments (class tests and group and individual assignments) and end of semester examination.

4.2 The continuous assessments comprise 40% and the end of the semester examinations comprises 60%.

6.0 References and Recommended Readings

1. Kuratko Donald F, (2011) Entrepreneurship an introduction 8th edition , New Delhi, India
2. Hisrich R. et al., (2009) Entrepreneurship African Edition, McGraw-Hill, Inc, New York
3. Donald F. Kuratko and Richard M. Hodgetts (2008), Entrepreneurship; Theory, Process and Practices, 8th Ed, Cengage Learning, USA

References and Required Readings

4. Norman M. Scarborough and Doug Wilson (“!!”), Effective Small Business Management, 10th Ed, Printice Hall
5. Kuratko D. F and Hodgetts R. M (2011), Entrepreneurship – A contemporary Approach; Harcourt Inc
6. Kuratko D. F and Hodgetts R. M (2014), Entrepreneurship; Theory, Process and Practice, Thomson Learning

References and Required Readings

7. Drucker, P (2014). Innovation and entrepreneurship, Routledge
8. Szirmai, A., Naude, W., & Goedhuys, M. (Eds.), (2011). Entrepreneurship, Innovation, and Economic Development. Oxford University Press.
9. Lowe, R., & Marriott, S. (2012). Enterprise: Entrepreneurship and Innovation. Routledge
10. Landes, D. S., Mokyr, J., & Baumol, W. J (Eds), (2012). The invention of enterprise: Entrepreneurship from ancient Mesopotamia to modern times. Princeton University Press

Topic One

Use Business Management Techniques to Plan for a New Venture

1. Explain the evolution of entrepreneurship
2. Explain entrepreneurial perspective
3. Describe creativity and innovation
4. Describe corporate entrepreneurship
5. Explain concepts of social and public entrepreneurship
6. Analyse qualities of an entrepreneur

Topic Two

Use Business Management Techniques to Plan for a New Venture

1. Define Business Plan
2. Demonstrate the format of a business plan for a new venture
3. Analyse opportunities in the business environment
4. Conduct a feasibility study for a new venture
5. Conduct market research for a new venture
6. Construct a business model for a new venture
7. Develop a branding strategy for a new venture

Topic Three

Use Business Management Techniques to Plan for a New Venture

1. Explain the motives behind starting a venture (push & pull factors)
2. Explain the steps for starting a new business venture
3. Explain different structuring for a new venture
4. Describe the legal issues related to emerging venture
5. Explain the process of acquiring intellectual property
6. Investigate sources of capital for a new venture
7. Explain entrepreneurship opportunities
8. Carry out an investigation on business registration
9. Investigate the process of registering a barcode