**NED University of Engineering and Technology**

**Department of Economics and Management Sciences**

**MG-481 Entrepreneurship**

**Understanding the Entrepreneurship Mind-set**

* The revolution impact of Entrepreneurship
* The individual Entrepreneurship Mind-set
* Corporate Entrepreneurship Mind-set
* The Social and Ethical perspectives of Entrepreneurship

**Launching Entrepreneurship Ventures**

* Creativity and innovations
* Methods to initiate ventures
* Legal challenges in Entrepreneurship
* The search for Entrepreneurship

**Formulation of Entrepreneurship Plan**

* The assessment of function with opportunities
* The marketing aspects of new ventures
* Financial statements in new ventures
* Business plan preparation for new ventures

**Strategies perspectives in Entrepreneurship**

* Strategies growth in Entrepreneurship
* Valuation challenges in Entrepreneurship
* Final harvest of a new venture

***Recommended Books***

1. ***Donald F., Kuratko, Introduction to Entrepreneurship, English Edition***
2. McGrath, R. G. & McMillan, I., *The Entrepreneurial Mind-Set*, 2000, Harvard Business School Press
3. Kaplan, J., 1996, *Startup: A Silicon Valley Adventure*, Penguin, New York
4. Adams, Rob, 2002, *A Good Hard Kick in the Ass: Basic Training for Entrepreneurs*, Crown Business
5. Thomas, H., Byers, Richard C., Dorf, Andrew C., Nelson, *Technology Ventures: From Ideas to Enterprise*, 3rd Ed., 2008, McGraw Hill