

TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION

BEN 4401: ENTREPRENEURSHIP SKILLS

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Classroom: Online
Day: Wednesday

COURSE OUTLINE

A. COURSE DESCRIPTION

This course aims at providing the learners with entrepreneurship techniques relevant for survival in the business world. In particular, it exposes learners to areas of entrepreneurship theory and small enterprise management. The course will mainly emphasize on the entrepreneurship foundation, entrepreneurial motivating factors, entrepreneurship nature, philosophy of entrepreneurship, entrepreneurial behaviour, conceptualizing business idea, and managing the business.

B. COURSE RATIONALE

Entrepreneurship is a discipline that teaches the theory, skills and attributes needed in the routine creation and management process. Entrepreneurship as a discipline provides the necessary knowledge and skills for addressing the problematic situations. On account of this, this course is designed to prepare learners to make their contribution in the Kenyan economy.

C. PREREQUISITE

None

D. COURSE PURPOSE

This course is intended to equip learners with the necessary knowledge, skills and attitudes that will enable them to start, operate and manage personal or group enterprises. It is also intended to instil the drive necessary to venture into project making activities.

F. EXPECTED LEARNING OUTCOMES

By the end of the semester, the learner should be able to apply acquired skills, attitude and knowledge of entrepreneurship skills that will enable them to start, operate and manage personal or group enterprises.

Specifically the learner should be able to:

1. Demonstrate positive attitudes towards self employment;
2. Describe the process of generating business ideas, record keeping and business finance in the context of entrepreneurship;
3. Develop capacity, strategies and approaches in generating bankable business plans/ proposals that can be implemented to create new ventures;
4. Provide a sound knowledge of the theoretical, analytical and practical skills necessary for managing and growing a new venture;
5. Evaluate entrepreneurial management and leadership in the context of social and ethical expectations; and
6. Apply entrepreneurship skills and knowledge acquired in enterprise management.

E. COURSE CONTENT/ TOPICAL OUTLINE

SESSION	TOPIC AND SUBTOPIC	REFERENCES
1.	Foundation of Entrepreneurship 1.1 Concepts of Entrepreneurship 1.2 Evolution of Entrepreneurship 1.3 Myths of Entrepreneurship	Kuratko, D. F. (2016) Chapter 1-; Hisrich <i>et al.</i> (2014) Chapters 1- 4; Scarborough, M. N. (2015) Chapter 1.
2.	Theories & Perspectives of Entrepreneurship 2.1 Psychological School 2.2 Classical/ Economic School 2.3 Capitalism 2.4 Other Schools	Kuratko, D. F. (2016) Chapter 1; Hisrich <i>et al.</i> (2014) Chapters 1- 4; Scarborough, M. N. (2015) Chapter 1.
3.	Benefits & Diversity of Entrepreneurship 3.1 Entrepreneurial Revolution 3.2 Role of Entrepreneurship 3.3 Entrepreneurial Limitation	Kuratko, D. F. (2016) Chapter 2; Hisrich <i>et al.</i> (2014) Chapters 1- 4; Scarborough, M. N. (2015) Chapter 1.
4.	Entrepreneurial Motivating Factors 4.1 Internal Factors 4.2 External Factors 4.3 Entrepreneurial Self Concept	Kuratko, D. F. (2016) Chapter 2; Hisrich <i>et al.</i> (2014) Chapters 1- 4; Scarborough, M. N. (2015) Chapter 3.
5.	Nature of Entrepreneurship 5.1 Entrepreneur and Manager 5.2 Characteristics of Entrepreneurs 5.3 Functions of an Entrepreneur	Kuratko, D. F. (2016) Chapters 2, 5-7; Hisrich <i>et al.</i> (2014) Chapter 2; Scarborough, M. N. (2015) Chapter 3.
6.	Philosophy of Entrepreneur 6.1 Creativity and Entrepreneurship 6.1.1 Creativity and Innovation 6.1.2 The Creativity Processes 6.1.3 Elements of Innovation 6.1.4 Importance of Innovation 6.1.5 Innovation and Entrepreneurship 6.2 Creative problem-Solving Techniques	Kuratko, D. F. (2016) Chapters 5-7; Hisrich <i>et al.</i> (2014) Chapters 2, 5- 6, 11- 12; Scarborough M. N (2015) Chapter 1.
7.	Entrepreneurial Behaviour 7.1 Business Ideas vs Business Opportunities 7.2 Sources of Business Ideas 7.3 Screening Business Ideas	Kuratko, D. F. (2016) Chapter 7; Hisrich <i>et al.</i> (2014) Chapters 6, 11- 12; Scarborough M. N (2015) Chapter

	7.4 Characteristics of Business Ideas	
8.	Conceptualizing a Business Idea 8.1 Perspectives to Conceptualize Business Idea. 8.2 Dimensions of the Framework for Conceptualizing a Business Idea	Kuratko, D. F. (2016) Chapter 12; Hisrich <i>et al.</i> (2014) Chapters 2, 5- 6, 11- 12.
9.	Business Acquisition and Financing 9.1 Acquiring Business 9.2 Buying an On-going Business 9.3 Franchising 9.4 Financing the Business 9.5 Entrepreneurial Ethics 9.6 Legal Forms of Business	Kuratko, D. F. (2016) Chapter 12; Hisrich <i>et al.</i> (2014) Chapters 8, 11- 12; Scarborough, M. N. (2016) Chapter 11-13.
10.	Managing the Business 10.1 The Traditional Functions of Management in the Entrepreneurship 10.2 Entrepreneurial Strategy 10.3 Strategies for Growth	Kuratko, D. F. (2016) Chapter 13; Hisrich <i>et al.</i> (2014) Chapters 13- 14; Scarborough, M. N. (2016) Chapters 11-13.
11	Business Plan 11.1 Concept and Purpose of Business Plan 11.2 Importance of Business Plan 11.3 Attribute of a Good Business Plan 11.4 Components of a Business Plan	Kuratko, D. F. (2016) Chapter 12; Hisrich <i>et al.</i> (2014) Chapters 8- 9
12	Going Global 12.1 Features/ Characteristics of Global Entrepreneur. 12.2 Methods of Going Global. 12.3 Researching Foreign Markets. 12.4 Global Threats and risks.	Kuratko, D. F. (2016) Chapters 14, 15; Hisrich <i>et al.</i> (2014) Chapters 15- 17; Scarborough, M. N. (2016) Chapters 11- 13.
13 & 14	Cats & Makeups	Two weeks for CATS and Make Ups
15 & 16.	Semester Exams	Question Paper; Marking Scheme

Mode of Study

This course will adopt a blended learning format which essentially consists of online learning modules where a portion of the lecture and reading material will be presented through videos (and or web conferences), text, and other interactive formats.

Assessment

There will be two forms of evaluation: Student activities in form of assignments, Quizzes and CATs and, exam to be taken as per the university academic policy.

The weight for each form of assessment are:

Type of Assessment	Weight
• Continuous Assessment (assignments, Quizzes, written CATs)	30%
• Examination	70%
Total	100%

H. REFERENCES

a) Core Texts

- i) Bygrave, W. & Zacharakis, A. (2014). *Entrepreneurship*, 3rd Edition. New York, USA: John Wiley & Sons (ISBN: 978-1-118-80523-7).
- ii) Hisrich, R.D., Peters, M.P. & Shepherd, D. A. (2014). *Entrepreneurship*, 8th Edition. Boston, USA: McGraw Hill Education (ISBN: 978-0073530321).
- iii) Kuratko, D. F. (2016). *Entrepreneurship: Theory, Process and Practice*, 10th Edition. Boston, MA, USA: CENGAGE Learning (ISBN-13: 978-1285051758).

b) Supplementary Texts

- i) Barringer, B. R. (2015). *Preparing Effective Business Plans*, 2nd Edition. Upper Saddle River, NJ, USA: Pearson Education, Inc. (ISBN-13: 978-0-13-350697-6).
- ii) Barringer, R.B., & Ireland D.R., (2015). *Entrepreneurship: Successfully Launching New Ventures*, 5th Edition. New Jersey: Prentice Hall (ISBN-13: 978-0133797190).
- iii) Kirby, D.A. (2012). *Entrepreneurship*. London: McGraw Hill Education (ISBN: 9780077098582).
- iv) Scarborough, M. N. (2015). *Essentials of Entrepreneurship and small Business management*, 8th Edition. New York: Pearson Horizon (ISBN-13: 978-0132666794).

c) Core Journals

- i) Academy of Entrepreneurship Journal (ISSN: 1087-9595).
- ii) Entrepreneurship Research Journal (ISSN: 2157-5665).
- iii) Entrepreneurship Theory and Practice (ISSN: 1540-6520).

d) Recommended Journals

- i) Experiential Entrepreneurship Exercises Journal (ISSN: 2374-4200).
- ii) International Journal of Entrepreneurship (ISSN: 1099-9264).
- iii) International Entrepreneurship & Management Journal (ISSN: 1554-7191).

H. ADDITIONAL INFORMATION

1. The course content presented in this course outline is the Lecturer's estimate of how the course will proceed. Other than estimated course content and exam, coverage will be appropriately adjusted.

2. The Lecturer will present analytical material and students will be responsible for presenting the descriptive and conceptual substance. Final grades will be determined according to the standard University Scale.
3. Please note that in addition to your text, you will be **responsible** for all material covered in Lectures, in form of class handouts and discussions, assigned articles and readings.
4. Make Up Course Work will be arranged only under extraordinary circumstances and administered at the Lecturer's discretion only.
5. Feel free to ask questions about the material presented in class and/or readings or references.
6. Attendance in all Lectures is mandatory. You will **lose marks** for absenteeism.
7. The dates of each examination time and venues will be announced at least one week in advance.