

## **ENTREPRENEURSHIP DEVELOPMENT**

### **THEORY COURSE OUTLINE- DEGREE**

**Contact hours 48 hours**

#### **Course purpose**

To initiate students to have reflective and responsible thought habits in both every day and academic life.

#### **Learning outcomes**

Upon successful completion of this course, the student will have reliably demonstrated the ability to:  
Understand the concept of entrepreneurship from the individual, organizational and societal perspectives,  
Analyze the critical success factors leading to the starting and managing a successful enterprise, Know  
the determinants necessary for entrepreneurship development.

#### **COURSE CONTENT**

<b>WEEK</b>	<b>TOPIC</b>	<b>SUBTOPIC</b>
WEEK 1	<b>INTRODUCTION TO ENTREPRENEURSHIP</b>	<ul style="list-style-type: none"> <li>- Meaning of Entrepreneurship</li> <li>- Role of Entrepreneurship in economic and social development</li> <li>- Social entrepreneurship</li> <li>- Corporate entrepreneurship</li> </ul>
WEEK 2	<b>THEORIES OF ENTREPRENEURSHIP</b>	<ul style="list-style-type: none"> <li>- Sociology Theory</li> <li>- Economic Theory</li> <li>- Psychological Theory</li> <li>- Causation Theory</li> <li>- Entrepreneurial Bricolage</li> <li>- Effectuation Theory</li> </ul>
WEEK 3	<b>THE ENTREPRENEUR</b>	<ul style="list-style-type: none"> <li>- Theoretical and empirical perspectives</li> <li>- The Entrepreneurial Mindset</li> <li>- Entrepreneurial Personality Traits</li> <li>- Entrepreneurial Self-Assessment tests</li> <li>- Types of Entrepreneurs</li> <li>- Entrepreneurship and Self-employment</li> <li>- Role of the Entrepreneur in Business</li> <li>- Entrepreneurs as Agents of Change</li> <li>- The Life of an Entrepreneur</li> </ul>
WEEK 4	<b>ENTREPRENEURIAL MOTIVATION</b>	<ul style="list-style-type: none"> <li>- Meaning of Motivation</li> <li>- Motivation Theories</li> <li>- Internal (Intrinsic) Motivation Factors</li> <li>- External (Extrinsic) Motivation Factors</li> </ul>

WEEK 5	BUSINESS ENVIRONMENT	<ul style="list-style-type: none"> <li>- Why Business Environment Analysis?</li> <li>- Micro environment</li> <li>- Macro environment/PES-TELE</li> </ul>
WEEK 6	ENTERPRISE GROWTH	<ul style="list-style-type: none"> <li>- Innovation and Creativity: Creativity/Innovation/Discovery/Invention Distinguished</li> <li>- Creative Process</li> <li>- Innovation Process</li> <li>- Critical Thinking</li> <li>- Entrepreneurial Process</li> <li>- Challenges of Entrepreneurial Venture</li> <li>- Challenges of New Venture Start-ups</li> <li>- Critical success factors for Enterprise Development</li> <li>- Legal Forms of Business Ownership</li> </ul>
WEEK 7	<b>CAT 1</b>	
WEEK 8	ENTREPRENEURIAL COMPETENCES	<ul style="list-style-type: none"> <li>- Decision Making</li> <li>- Goal Setting</li> <li>- Risk Management</li> <li>- Change Management</li> <li>- Time Management</li> <li>- Networking</li> <li>- Negotiation Skills</li> <li>- Sourcing Business Capital</li> <li>- Business Contracts</li> <li>- Tendering and Procurement Chain Management</li> <li>- Business Ethics and Social Responsibility</li> </ul>
WEEK 9	ENTERPRISE MANAGEMENT	<ul style="list-style-type: none"> <li>- Human Resource Management</li> <li>- Production/Operational Management</li> <li>- Effective Resource Utilization</li> <li>- Marketing</li> </ul>

WEEK 10	INFORMATION TECHNOLOGY IN ENTERPRISE MANAGEMENT	<ul style="list-style-type: none"> <li>- The Role of Information Technology in Enterprise Management</li> <li>- Impact of ICT on Enterprise Growth</li> <li>- E-Commerce and Online Marketing</li> </ul>
WEEK 11	<b>REVISION WEEK</b>	
WEEK 12	<b>REVISION WEEK</b>	
WEEK 13	<b>EXAMS</b>	
<b>Teaching And learning Methodologies</b>	Lectures ; Group discussions; Class Group and Individual Presentations, Term Paper	
<b>Instructional materials and equipment</b>	Projectors ;Textbooks ; Design catalogues ;Computer Laboratory ;Design software : simulators	
<b>Course Texts</b>	<ol style="list-style-type: none"> <li>1. Innovator's Solution by Clayton Christensen and Michael Raynor. Harvard Business School Publishing, 2003</li> <li>2. Entrepreneurship, 2<sup>nd</sup> Edition by Steve Marriott and Caroline Glackin, Pretttiece Hall. 2010</li> <li>3. New Venture Creation, 8<sup>th</sup> Edition by Jeffry Timmons and Stephen Spinnelli. MacGraw-Hill Irwin. 2009</li> <li>4. Entrepreneurship : New Venture Crreation by David H. Holt. 2008</li> <li>5. Entrepreneurship. 6<sup>th</sup> Edition and 7<sup>th</sup> Edition by Robert Hirsrich, Mical P and Dean A. Sheperd. (2006)</li> </ol>	
<b>Assessment :</b>	Examination – 70%; continuous assessment test and assignments - 30%	