**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

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| **WEEK** | **TOPIC** | | **SUBTOPIC** | |
| WEEK 1 | **INTRODUCTION TO ENTREPRENEURSHIP** | | * Meaning of Entrepreneurship * Role of Entrepreneurship in economic and social development * Social entrepreneurship * Corporate entrepreneurship | |
| WEEK 2 | **THEORIES OF ENTREPRENEURSHIP** | | * Sociology Theory * Economic Theory * Psychological Theory * Causation Theory * Entrepreneurial Bricolage * Effectuation Theory | |
| WEEK 3 | THE ENTREPRENEUR | | * Theoretical and empirical perspectives * The Entrepreneurial Mindset * Entrepreneurial Personality Traits * Entrepreneurial Self-Assessment tests * Types of Entrepreneurs * Entrepreneurship and Self-employment * Role of the Entrepreneur in Business * Entrepreneurs as Agents of Change * The Life of an Entrepreneur | |
| WEEK 4 | ENTREPRENEURIAL  MOTIVIVATION | | * Meaning of Motivation * Motivation Theories * Internal (Intrinsic) Motivation Factors * External (Extrinsic) Motivation Factors | |
| WEEK 5 | BUSINESS ENVIRONMENT | | * Why Business Environment Analysis? * Micro environment * Macro environment/PESTELE | |
| WEEK 6 | ENTERPRISE GROWTH | | * Innovation and Creativity: Creativity/Innovation/Discovery/Invention Distinguished * Creative Process * Innovation Process * Critical Thinking * Entrepreneurial Process * Challenges of Entrepreneurial Venture * Challenges of New Venture Start-ups * Critical success factors for Enterprise Development * Legal Forms of Business Ownership | |
| WEEK 7 | **CAT 1** | | | |
| WEEK 8 | ENTREPRENEURIAL COMPETENCES | * Decision Making * Goal Setting * Risk Management * Change Management * Time Management * Networking * Negotiation Skills * Sourcing Business Capital * Business Contracts * Tendering and Procurement Chain Management * Business Ethics and Social Responsibility | | |
| WEEK 9 | ENTERPRISE MANAGEMENT | * Human Resource Management * Production/Operational Management * Effective Resource Utilization * Marketing | | |
| WEEK 10 | INFORMATION TECHNOLOGY IN ENTERPRISE MANAGEMENT | * The Role of Information Technology in Enterprise Management * Impact of ICT on Enterprise Growth * E-Commerce and Online Marketing | | |
| WEEK 11 | **REVISION WEEK** | | | |
| WEEK 12 | **REVISION WEEK** | | |  |
| WEEK 13 | **EXAMS** | | | |
| **Teaching**  **And learning**  **Methodologies** | Lectures ; Group discussions; Class Group and Individual Presentations, Term Paper | | | |
| **Instructional materials and equipment** | Projectors ;Textbooks ; Design catalogues ;Computer Laboratory ;Design software : simulators | | | |
| **Course Texts** | * 1. Innovator’s Solution by Clayton Christersen and Michael Raynor. Harvard Business School Publishing, 2003   2. Entrepreneurship, 2nd Edition by Steve Marriott and Caroline Glackin, Pretttiece Hall. 2010   3. New Venture Creation, 8th Edition by Jeffry Timmons and Stephen Spinelli. MacGraw-Hill Irwin. 2009   4. Entrepreneurship : New Venture Crreation by David H. Holt. 2008   5. Entrepreneurship. 6th Edition and 7th Edition by Robert Hirsrich, Mical P and Dean A. Sheperd. (2006) | | | |
| **Assessment :** | Examination – 70%; continuous assessment test and assignments - 30% | | | |